Monday, February 15, 2010 ★ 10 sections / Vol. 25 / No. 69 P10

PHILIPPINE DAILY INQUIRER

BALANCED NEWS

285 pairs wed, plant mangrove saplings

THEY THOUGHT "GREEN" ON A RED-letter day.

Up to 285 couples said "I do" and then planted mangrove saplings in a Valentine's Day mass wedding held in a coastal area in Puerto Princesa City yesterday.

Officiated by Palawan Bishop Pedro Arigo, the services held in Barangay San Jose were sponsored by the city govern-

285 PAIRS A4

MANGROVE MATCH Grooms and bride plant a mangrove seedling during a mass wedding of nearly 300 couples in a swamp at Barangay San Jose in Puerto Princesa City on Valentine's Day JOAN BONDOC

Female detainees abused, mom told

Ex-justice backs GMA on SC chief

By Norman Bordadora

ONE OF THE FRAMERS OF THE 1987 Constitution, a candidate for senator in the slate of deposed President Joseph Estrada, said President Macapagal-Arroyo could appoint Chief Justice Reynato Puno's successor on May 17 despite a ban on appointments 60 days before the presidential election.

Regalado Maambong, a retired associate justice of the Court of Appeals, said the constitutional ban on midnight appointments did not apply to the President's selection of members of the judiciary.

"Contrary to the personal view of Fr. Joaquin Bernas SJ, I opine that the appointment of members of the judiciary

EX-JUSTICE A10

The women are treated well—AFP

By Jerry E. Esplanada and Jocelyn R. Uy

A NUMBER OF FEMALE health workers detained at Camp Capinpin in Tanay, Rizal, were "sexually molested" by their military captors, according to the mother of a detainee.

One of the detainees, 27-year-old Jane Balleta, made the disclosure on Saturday to her mother, Ofelia Beltran-Balleta, who visited her at the military camp. Ofelia is a daughter of Crispin Beltran, the late labor leader and Anakpawis party-list representative.

"Jane whispered to me that she and the other detainees were blindfolded when brought to a comfort room. There, soldiers touched their private parts," Ofelia told the reporters at her house in Barangay Commonwealth, QMO, Quezon City, in the presence of Sen. Jamby Madrigal.

The military described the allega-

FEMALE A11

DOWN AND OUT Nonito Donaire (right) of the Philippines, World Boxing Association super flyweight champion, goes in a neutral corner after knocking out Manuel Vargas of Mexico in Round 3 of their title fight in Las Vegas. (Story in Sports, Page A30) REUTERS

Aquino, Villar shift focus to votes of poor

By Amando Doronila

ANALYSIS

BY THE WATERSHED PULSE ASIA survey of Jan. 22-26, the ground under the presidential race shifted violently, changing complete-

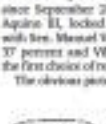
ly the panorama of the 2010 election

and making it more volatile, less than three months into the polls.

The survey showed the front-runner since September 2009, Sen. Benigno Aquino III, locked in a statistical tie with Sen. Manuel Villar. Aquino polled 37 percent and Villar, 35 percent, in the first choice of respondents.

The obvious picture from the survey

AQUINO A20



Can't miss if you seek kiss at Rio

RIO DE JANEIRO—A KISS IS just a kiss, but at Rio's Carnival, collecting as many pecking partners as possible at one of the 660 massive street parties that hit high gear on Saturday is truly a competitive sport.

Wearing a pink bikini top, fishnet print miniskirt and a tiara dotted with silver glitter, Taline Pereira was not shy

CAN'T MISS A2

NEW YEAR TREAT Students perform a lion dance in the streets of Chinatown in Binondo, Manila, in celebration of the Chinese New Year ERIC ACOSTA

THINK ISSUE

It's GMA, stupid

By Fernando del Mundo
Chief I-Team

(Editor's note: Following is the first in a series of reports on major issues in the May 10 presidential election.)

i-TEAM Report

THE RECKONING BEgan barely four months before July-assent Dap.

The questions in Are we better off today than we were at the start of the neo-millennium under Gloria Macapagal-Arroyo? Was her stewardship the best of times, or was it the worst of times? Are we all going to heaven, or are we all going the other way?

A two-page ad published in major newspapers on Jan. 20 listed all the accomplishments the Arroyo administration had racked up since she took power nine years ago in a people power revolt.

The numbers seemed to indicate a path to Nirvana.

Damito kayo noon. Gumiko tayo ngayon. That was then. This is now.

IT'S GMA A12

Campaigners tap 'Avatar' technology

By Winston A. Maribella
Contributor

THE INTERNET AND SOCIAL NETworking sites, which Barack Obama exploited to mount a historic takeover of power in Washington

COMMENTARY

in 2008, have become the technological weapons of choice in the 2010 Philippine presidential campaign.

Together with text messaging and television, these powerful communica-

CAMPAIGNING A23

Noynoy takes personal charge of LP campaign

By Gil C. Cabacungan Jr.

SEN. BENIGNO "NOYNOY" Aquino III is taking a personal hand in his campaign for president amid reports that the Liberal Party (LP) has been wracked by factionalism.

Aquino led a general assembly of the troops at the "Baley" headquarters of the LP at Annex Center in Quezon City on Saturday, attended by his campaign team's top players, including Sen. Manuel "Mar"

NOYNOY A6

WHAT'S INSIDE

■ **Ateneo's 150th year fete** ends on musical note / B1

■ **Ex-DOTC Undersecretary** Josie Lichauco dies / A11

■ **Visayas to suffer** from rotating brownouts / A19

WEATHER FORECAST

Second
FRONTPAGE

Mobile Alert: Text INQ ON ESSANG & <#> | Website: www.inquirer.net/sportsm | E-mail: pc_sports@inquirer.com.ph

6/49
30 14 3 7 15 23
SUPERLOTTO 6/45
2 4 8 4 4 1
4D
0 5 5
SUPER LOTTO 6/42
6 12 14 17 26 45
P16,000,000.00

Bro. Mike gives Villar virtual blessing

By Philip C. Tubeza

HONG KONG—SURROUNDED BY HUNDREDS of followers wearing orange shirts and skirts, El Shaddai leader Bro. Mike Velarde yesterday virtually endorsed Sen. Manuel Villar for president during a prayer rally on Chater Road at Central district here.

Velarde stopped short of inviting the popular Catholic charismatic group's support for Villar, standard-bearer of the Nacionalista Party (NP), saying the group would make a collective decision on Easter Sunday. He added that the group would "vote as one."

In his speech, Velarde likened Villar to wise men of choice who had encouraged Villa, an old friend to run for presidency.

"Starting the process when I was still thinking of running, I had a friend and I told him, 'I am not running. You run.'"

Velarde also referred to Villar's wife, Jan Hilao-May Cynthia Villar, as "Madame First Lady." Three huge posters of Villar and vice presidential candidate Jejomar Binay Legarda were prominently displayed below the stage.

Villar was the only presidential candidate invited to the rally.

"Here in El Shaddai, whoever remembers us will be accepted. So if you accidentally asks you why the other candidates were not in Hong Kong, tell them they did not remember us," he said.

"Those who remembered were the ones who came. So for first we pro-vol, I want to introduce to you our guest who remembered us and who is with us in celebrating Valentine's. He is a man who has a heart for OFWs (overseas Filipino workers) so he remembered to be with us," Velarde said.

Both Villar and Velarde met when they began their careers in real estate. Villar reportedly supplied Velarde with land.

Velarde confirmed their friendship, saying he had always wanted to be president since he was a "little boy" but decided to give way to his friend.

"Many were asking me, 'Bro. Mike, why don't you run?' My heart was just wrong. Let me reveal to you what I promised God. When I were through a quadruple bypass in 1996, I said 'God, if you will extend my life, I will serve You and no one else but as long as I live,'" Velarde said.

"God knows my desire since I was a little boy was to become president of the republic of the Philippines because I wanted to live in Malacañang. But you know a dream and a calling are two different things," he quipped.

"So with that commitment I said, 'Lord, I'll forget about my desire to become president. I will not even politics but I was going to make my candidate win,'" Velarde said.

"For us in El Shaddai this big election, we don't really run alone. We just vote. So we have promised God we are going to vote as one. We also don...not are going to remember all the candidates for president and vice president," he said.

Velarde gave many other hints that Villar was his choice for president.

"Say money," Velarde said to the applause of the crowd. "Who wants money? OK, I have good news for you. The Lord said 'Don't worry about Manny, he can take care of himself.'"

Abdhea Sulaiman, an El Shaddai member from Senegguni who works in Hong Kong, said she and other members were orange to show their support for Villar.

"We're orange for Manny Villar, all the workers and associates are wearing orange for Manny," she said, adding that it was the members who collectively chose to wear orange.

Velarde noticed this during his preaching, but said that El Shaddai members should still evaluate all the candidates.

"Sayson ang virgin ko sa inyo, mahilong nagpapahalaan. (As I look at you, I think you're trying to show your preferences). You are trying to show your colors this very early," Velarde said.

"But without favoring anybody, we know that our guest today has a heart for (Filipinos) in other countries. He is approachable. (But) we will choose solid Easter Sunday. By that time, I will know and all of us will know (whom to vote for). Maybe those of you here in Hong Kong already know," he said, in the chorus of the crowd.

In an interview Saturday night, Villar said he valued the support of his friend which he owes if it was just "napkin."

"That is important...that endorsement even if it is not a formal one," Villar said.

"We have known each other for a very long, long time. A very long time. Maybe even before El Shaddai was formed, we already knew each other," he said.

Villar said Velarde supported him because many of his members were also supportive of him.

Villar dismissed allegations that Velarde supported him because the evangelist also benefited from the controversial C-5 road extension project.

"We all know these accusations are mere inventions. I don't see anything wrong with that project so I don't see any problem for anyone linked to that," Villar said.

"That project is something to let private sector is benefited six million of our countrymen directly and maybe another six million indirectly. My critics are trying hards.... They should change their tactics," he said.

Villar may take 'star ads' issue to SC

HONG KONG—SOCIOLIGUIA Party (NP) presidential candidate Sen. Manuel Villar said he would challenge the constitutionality of a Commission on Elections (Comelec) ban on endorsements made by actors and media personalities of candidates in the May 10 polls.

Speaking to reporters on Saturday night, Villar said the so-called star ban violated the constitutional guarantee of freedom of expression and of the press.

Lawyers for the Comelec and the Parish Pastoral Council for Responsible Voting (PCRV) last week said provisions of the Fair Election Act banned actors, celebrities and other mass media personalities—even those in private media—from endorsing candidates.

"Yes, if I want to take along actors, I will take them with me. They're my friends and I do not agree with that Comelec ruling. I'll look first on its legality," said Villar, whose campaign relies on many celebrity endorsers.

"If we have to, we will take it to the Supreme Court," he added.

Villar said freedom of expression was a fundamental human right guaranteed by the Constitution which "should not be stifled with."

"A Filipino—whether he is a celebrity or not, whether he is an artist or not—has the right to say what he wants (and whom to vote for)," Villar said.

Earlier, Liberal Party standard-bearer Sen. Benigno "Noynoy" Aquino III said he would take up in the Supreme Court, if necessary, the matter of celebrities endorsing candidates. Aquino has the support of a stellar cast of stars his personality-rider Kris Aquino is legally married to.

Villar was in Hong Kong over the weekend to attend an El Shaddai rally and celebrate Valentine's Day with his wife, Las Piñas Rep. Cynthia Villar.

Asked if he would be "threatened" by the possibility of his former running Speaker of the House of Representatives Jose de Venecia president, Villar shook his head.

"Ako naman kung magiging pangulo, ito ang aasain ang sa kapwa ko ang pagkapangulo at hindi ako mahuhumaling dyan mahi kasino ito! I become president, let me assure you that I am capable of governing and would not feel threatened by anyone," Villar said. —Philip C. Tubeza

Asia International Auctioneers, Inc.
TRUCKS & EQUIPMENT
INSPECTION ON GOING!
FEBRUARY 17, 18, 19 & 20
FEBRUARY 13, 14, 15 & 16 2010
2004 HITACHI ZX370MTH
(+63-47) 252-3333
(+63-47) 252-6840
sales@asiabid.com
BDO Leasing
TRIMLINE

United Auctioneers, Inc.
FEBRUARY 22 & 23, 2010
(MONDAY & TUESDAY)
INSPECTION & REGISTRATION START ON FRIDAY!
INSPECTION DATES:
FEBRUARY 19, 20 & 21, 2010
* NO MINIMUM PRICE * SALE STARTS AT 9:00 AM SHARP
KOBELCO SK250-3 BOOM TERRAIN CRANE
BLDG. 1403 ARGONAUT HIGHWAY, TEL. NOS. (047) 252-1126 * 252-1135 TO 38 * (02) 920-0810
SUBIC BAY FREEPORT ZONE, PHILIPPINES (02) 711-0270 * CEL NOS. (0917) 5262626 * (0917) 8387000
fax: (047) 252-0369 EMAIL: ua@auctioneers.net WEB: www.auctioneers.net

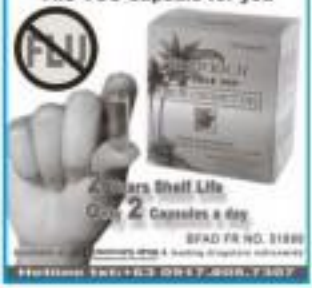
The first BFAD Approved

GROWRICH

CAPSULE 500

VIRGIN COCONUT OIL

The VCO capsule for you



2 Years Shelf Life

Only 2 Capsules a day

BFAD FR NO. 3188

Hotline tel: +63 (917) 808-7307

Afala Mo Ba, Malinis Ka Na?

Kapag nag-Fiber ka, malinis ka na ba?

Kapag nag-Laxative ka, malinis ka na ba?

FOR INQUIRIES HOTLINE TEXT: 0927-2048468

NO APPROVED THERAPEUTIC CLAIMS

BDO Private Bank

Expand your portfolio beyond equities and fixed-income securities.

BDO Private Bank.

We have the expertise that can help you grow and preserve wealth.

We find ways

For your Classified Ads requirements, call our Classified Advertising Hotlines:

Head office

GF Atrium Bldg., Makati Ave., Makati City

St. Anthony's Bldg., Annex Blvd., Cubao, Quezon City

UN Regional, Mandaluyong City

GF Travelers Life Bldg., #61 T.M. Kalaw St., Ermita, Manila

SIZZLING PRE-SUMMER OFFER!

SAVE ON LASERLIGHT

50%

DISCOUNT FROM FEB. 15-20, 2010

Come summer...sizzle with hair-free, sexy confidence!

Call 892-SKIN (7546)

facial care CENTRE

MAKATI • ORTIGAS • TITANIUM MORATO • BINONDO • ALABANG • SAVAR • CONGRESSIONAL • PAMPANGA • CEBU

INCA
WATER TANKS ON SALE!
FACTORY DIRECT
10 YEARS WARRANTEED
Virgin Polyethylene resin
Won't rust, break, crack, or chip
Food Grade and FDA approved for safe & clean storage of water
Ultra Violet Stabilized for outdoor use
Complete with fittings
Suitable for corrosive chemicals
With separate drain plug
CASH SALES ONLY
FREE DELIVERY Within Metro Manila & Metro Cebu
NOW AS LOW AS P10.00 per liter
MCA METRIC MANILA
MCA METRIC CEBU
ALSO AVAILABLE LARGER TANKS

DPI PRINT SOLUTIONS
Print Your Success!
START YOUR PRINTING BUSINESS FOR ONLY
P200,000
Authorized SEIKO Printers
FREE Business Orientation Seminar. Call us for schedules!

Panlilio, other priests run to Lubao in protest

CITY OF SAN FERNANDO—Protesting the ruling of the Commission on Elections (Comelec) allowing him, Pampanga Gov. Ed Panlilio on Sunday credited 17 laboriosas, about nearly running and walking, to Lubao town with two other priests by his side.

Panlilio, who was ordered by the Comelec's Second Division on Feb. 11 to vacate the governorship in favor of former Board Member Lilia Pineda, was joined by Fr. Robert Reyes, popularly known as the singing priest, and Fr. Raul de los Santos, Aduna Simpas, Liberal Party candidate for representative against President Macapagal-Arroyo, just a mile there.

The group left the provincial capitol grounds in this city at 9:30 a.m. after leading some 3,500 youths in a series of fun runs in a way of campaigning for love and honest elections.

Their destination was Lubao, hometown of Pineda and her aide, ex-President Arroyo.

The four passed through Bacol, or via the old MacArthur Highway, to San Miguel, the boundary of Bacolor town and the village of Sta. Ines in Guagua town, residents came out of their homes in great flexibility, their former parish priest. Some approached him and touched his hand to their forehead. Children and young people joined him in the run.

They reached the Sta. Ines Church (St. James Parish) at noon where Fr. Emil Dizon led the group in prayer and invited them to lunch.

Dizon also offered Panlilio his wooden bed for a nap.

Panlilio, 58, who suffers from gout, complained of a backache but insisted he would push through.

Reyes said he was determined to reach San Agustin Church in Lubao to pray and fight conflict.

On Sunday, Pineda said she and her supporters would not accept Panlilio and his group from praying at San Agustin Church, where she and his congressional rival together on their birthdays.

"The church is not ours. It is owned by the people. We will not deter them among," Pineda said.

Reyes said Kapampangans "enlightened" the country when they elected Panlilio governor in 2007.

"We have shown to the very end made us believe that it was possible to succeed in changing traditional politics," he said. Reports Orejas and Charlene Gavilanes, Inquirer Central Luzon

COPW Serving and Protecting the Filipino Consumer
CONSUMER & OIL PRICE WATCH

AN URGENT APPEAL FOR CALM & SOBRIETY ON SHELL'S P7.3B EXCISE TAX CASE

The Consumer & Oil Price Watch (**COPW**) appeals to Shell to exercise calm and sobriety and work towards a fair solution in the settlement of its P7.3 billion excise tax case.

CREATING ALARM OR A SITUATION THAT COULD BE BLOWN OUT OF PROPORTION WILL NOT HELP RESOLVE THE ISSUE

Shell had warned of a possible fuel shortage as it will stop importation so that Customs will have nothing to seize as it disputes the P7.3B back taxes assessed by the BOC.

They have also raised the possibility of massive job losses while the foreign chambers accuse government of constant rule changes that discourage investors.

The President has already directed the BOC to observe the status quo until the Supreme Court resolves its dispute with Shell.

COPW recognizes that Shell will exhaust all legal remedies and eventually a ruling will have to come from the Supreme Court. **We are hopeful that the high court can act urgently.**

FOR THE BENEFIT OF THE CONSUMERS:

Shell stated in 2009 that when the cost of finished products based on MOPS (Means of Platts Singapore) is cheaper than their cost to refine, they import and shut down their refinery.

Also, Shell's old refinery output is able to fulfill only 40% of their requirements and the rest have to be imported. Depending on economy of scale or where they can import at the lowest price, Shell may elect to import from elsewhere outside the ASEAN region.

All the other oil companies pay the P4.35 per liter excise tax on Unleaded Gasoline. COPW believes that the P4.35 excise tax must be paid only on finished products.

UNTIL THE SUPREME COURT RENDERS A DECISION, COPW RECOMMENDS THAT SHELL POST A BOND TO GUARANTEE PAYMENT

Should the Supreme Court rule in favor of Shell, **COPW** can support Shell in asking for the government to waive penalties and agree to a staggered payment of the assessment within a 5 to 7 year period.

Through this, Shell can borrow at reasonable rates of interest.

We want your feedback

DO YOU AGREE WITH COPW'S POSITION REGARDING SHELL'S EXCISE TAX CASE?

___ AGREE ___ DISAGREE

Text COPW REACT <AGREE OR DISAGREE> to 2910

TEXT NOW!

RAUL T. CONCEPCION
Chairman

Visit the **COPW website**. Log in to **copw.net**

GLUCOSE, CHOLESTEROL, URIC ACID MULTI METER
BIONIME GM300
0922 861 0322
www.tenaatmed.net

BONCO Builders' Hardware
DEXTERTON

KONIG
FLOORS WORTH DYING FOR
NOW STAINING

Two-gether in Exciting Macau

for only US$ 218++ for two

NOW, ENJOY THIS FARE EVEN MORE!
EXTENDED SELLING
FROM FEBRUARY 1-15, 2010

EXPERIENCE MACAU

Be enchanted with the most exciting sights of Macau with a round-trip Fiesta Class airfare for two from Manila.

Selling/Ticketing Period: February 1-15, 2010.
Travel Period: February 1-March 15, 2010.
Price is based on buy one, take one promo and passengers must travel together forthways.
Minimum of 2 days and maximum of 8 days stay in Macau.
Surcharges, fees, taxes and restrictions apply.

For bookings and inquiries, call PAL Reservations Manila: (02) 855-8888, Cebu: (032) 340-0181, Davao: (082) 222-0366, PAL Ticket Offices, or your travel agent. Log on to www.philippineairlines.com

Philippine Airlines
WITH US, YOU'RE ALWAYS NO. 1
www.philippineairlines.com

SLIMMERS WORLD

BUY 1 MONTH GET 1 MONTH FREE!

Sexy in jeans with a Great Skin.

I Lost 44 lbs.!
Won the Great Body Contest.
Christine Hermoso

BUY 15 TREATMENTS GET 15 FREE!

PLUS!
Personal Training and all the Latest Aerobics!

SPECIAL OFFER
GOOD UNTIL 10PM TONIGHT!!!

CORE POWER + BIOMETRICS

I Lost 51 lbs.!
Runner-Up to the Great Body Contest.
Cedric Vladimir Dy

BEFORE

BEFORE

"All our full programmes are guaranteed!"

CALL NOW FOR YOUR FREE CONSULTATION!!!

- NO MONTHLY DUES OR LIFETIME MEMBERSHIP!
- NO JOINING FEES!
- CREDIT CARD OPTIONS AT 0%
- MEDICAL SUPERVISION AT ALL CENTERS

SPECIAL OFFER
GOOD UNTIL 10PM TONIGHT!!!

Diamond Facial

FACIAL WITH DIAMOND ULTRAPEEL to give you a flawless skin.

CALL OUR ONE - STOP SUPER CENTERS FOR FITNESS, SKIN, BODY AND FACE.

FITNESS HOTLINE: 536-3333
SKIN HOTLINE: 525-8771
MOBILE NUMBER: 091- SLIMMERS (7546377)

www.slimmersworld.com.ph * inquire@slimmersworld.com.ph

Noynoy takes personal charge of LP campaign

From page A1

Sorsogon, his running mate.

In a phone interview, Aquino said the gathering was meant to "fine-tune" his campaign plan, which he stressed had been running for only five months compared to his rivals who have been campaigning for the last two to three years.

"I realized there is not one person who is directing the show so I decided to take a decisive hand because in the end, I will be responsible for everything," he said.

Binay, in another phone interview, said Aquino was "inserting hand" during his talk at the assembly and that he was impressed by his childhood friend's take-charge attitude.

Aquino has remained No. 1 in all major surveys on presidential candidates. However, Sen. Manny Villar, the Nacionalista Party (NP) standard-bearer, is closing the gap.

Whether Villar's rise in the ratings was bolstered by his massive ad spending (which Aquino claims was 10 times his budget), the billionaire real estate developer is now regarded by the Aquino camp as a major threat.

The gathering prompted a review of the LP's campaign strategy in the week before the start of the official campaign period on Tuesday.

Not a monolithic group

Aquino shrugged off persistent reports that his campaign team had been complaining, especially with his lead shrinking in the popularity surveys.

The LP stalwarts include former Senate President Franklin Drilon, the Hyat 10 group of former Cabinet members of President Macapagal-Arroyo led by former Defense Secretary Avelino Cruz Jr. and Social Welfare Secretary Dinky Soliman, the standard bearer's sisters and relatives led by television host Kris Aquino, the Cojuangcos and the Roxas families.

"People should understand that we are a coalition of many forces coming from all sectors. We are not a monolithic organization with a top-down management," Aquino said, explaining the expected differences among his supporters.

He said his supporters come from diverse backgrounds and included politicians, civil society activists, religious group members and environmentalists.

Although he did not reveal any troubles within his group, Aquino cited the challenges involved in merging a vastly disparate group seeking to deploy traditional and unconventional ways of campaigning.

"Somebody has to merge the political structures to our group and coordinate our procedures, talk with the personalities and assign their respective functions," he said.

Purse keepers

Aquino's cousin and Mr Arroyo's former finance secretary, Cesar Purisima, have been assigned to take over the team's financial matters.

Aquino said he hoped to create more consensus-building in coming up with a unified campaign strategy to bring his message more effectively and efficiently to its target market.

He said a special focus of the team was how to improve the deployment of volunteers during the campaign season.

The senator said he was also preparing for the position by "You are supposed to have competence in all aspects of governance so I am doing it. Nobody can be master of everything, but I want to know precisely what I don't know," he said.

UNILAB ng BAYAN

Likas sa ating mga Pilipino ang tumulong sa ating kapwa. Handa tayong mag-alay ng ating sarili at tumugon sa pangangailangan hindi lamang ng ating pamilya kundi pati ng ating bayan. Ganito rin ang adhikain ng Unilab.

Naniniwala ang Unilab na karapatan ng bawat Pilipino ang mabuting kalusugan, kung kaya't patuloy kaming naninindigan sa paggawa ng kalidad na gamot sa abot-kayang halaga.

Tulad ninyo, Pilipino din ang Unilab. Kaisa ng bawat Pilipino na nagmamahal sa bayan.

Trusted Quality Healthcare

Long before the passage of the Cheaper Medicines Act of 2008, United Laboratories Inc. has been in the forefront of the movement to give Filipinos access to affordable quality medicines, consistent with the vision of the company's founder Jose Y. Campos.

Over the years, Unilab has made its mark in manufacturing and distributing branded generic medicines, pushing down their prices at levels significantly lower than what leading multinationals offer. In 2000, Unilab launched Adfen-i-Med, a price reduction program that lowered the prices of several of its frequently-prescribed drugs by 10 to 40 percent. The program covered 65 products considered as essential drugs commonly prescribed by doctors. By 2002, Unilab launched a new division, Rimbrel, which markets off-patent medicines that are priced 20 to 80 percent lower than equivalent branded drugs.

Since 2002, Unilab has been challenging frivolous patents that were filed simply to extend the patent owners' monopoly and prevent generics from entering the market. "Patent challenges are necessary to protect the integrity of the patent system. In the US, 73% of cases involving pharmaceutical patents resulted in victory for the generic company or the patent was eventually found to be frivolous or the generic company is not at all infringing," said Jose Maria A. Ochave, Unilab Vice President for Legal. One such challenge involved in the Unilab launch of Avanam, the generic version of Atorvastatin Calcium, an anti-cholesterol medicine, getting it against Lipitor, which is manufactured by American pharmaceutical giant Pfizer Inc. As a result, this medicine which has to be taken daily by those suffering from high cholesterol became more affordable. Unilab's Avanam is up to 80 percent cheaper than Lipitor's price.

Unilab prides itself as having products priced lower than multinationals, and continues to find ways to offer products that will cater to the needs of the majority of Filipinos. Ochave said that "Unilab was founded on the belief that every Filipino has a right to affordable quality healthcare and it is the obligation of every Unilab employee to make sure that this becomes a reality".

This year, Unilab is actively seeking partnerships with socially responsible business enterprises, community-based organizations, local governments and other civic groups to pilot various models to bring sustainable quality healthcare to the doorsteps of the poorest. This is pursuant to the vision of its founders and current shareholders. "We believe the poor deserve the same quality healthcare that people who can afford are getting now. This can be done. However, we cannot do it alone so we partner with groups like Ateneo School of Government," Ochave said.

285 pairs wed, plant mangrove saplings

From page A1

next in line with its annual mangrove reforestation festival.

The couples, mostly low-income residents, took the opportunity to get married without having to spend a centavo. They just had to plant mangroves on-site in return.

The occasion marked the eighth year of the city's marine conservation program dubbed "Love Affair With Nature," designed to rehabilitate Iloilo's decreasing mangrove stands for fish.

"This event has become a traditional way for Puerto Princesa to celebrate Valentine's Day and one of our most important efforts in conserving our marine resources," said Mayor Edward Hagedorn.

At a similar event in Lucena City, Jean Jumila, 73, and Benedicta Ramos, 62, easily stood out as the oldest couple among the 418 pairs who took their vows in mass civil wedding rites held on Friday. But their dreams did not end there.

Asked what would be their main mental wish, the grandparents said they would like to see friends, family members and the other nineteen couples becoming deeply engaged in saving Mother Earth.

"We all want our people to start caring for the environment. Let us instill in the minds of the present generation the importance of planting trees to help save the dwindling Philippine forests," Jumila told the Inquirer before the ceremony.

Bride and groom said they both once worked for a Chinese-owned logging company that ravaged the forests of Baler province in the early '70s.

Guilty past

"Although our specialized was illegal, we now feel guilty about our past," Jumila said. "With the frequent landslides, flash floods and natural calamities brought about by environmental destruction, we want to compensate for our misdeeds."

Jumila, then a widower with two children, left Calapan City in Oriental Mindoro in 1972 and found refuge in Baler as a crane operator for the logging company. There he met Ramos, an office-based co-worker specializing in wildlife conservation.

"I had many rival bidders, but I persisted and courted her for more than a year," Jumila recalled with a chuckle.

Giggling, Ramos added: "He was kind and sincere in his intentions (that's why) I said yes to his proposal (that we live together)."

When the logging company ceased operations, the couple left Baler and lived in various locations in Quezon before settling in this city.

Their children from their previous marriages live on their own with their families. Jumila and Ramos have seven children of their own, with the eldest aged 41 and youngest aged 25.

Jumila later found work in a tourist resort near the Bamboo Organ delta, doing "all sorts of" tasks until his retirement a few years ago.

Asked why it took them this long to formalize their union, the couple, who initially were shy to answer the question, said both of them didn't believe in the need for wedding ceremonies.

Mere 'piece of paper'

"For us, it's only a piece of paper. We have been together for almost 40 years and here we are, still happy together," Ramos said.

But eventually, they realized that it would be an important public document their children need to have on hand.

"Our children need a copy of our marriage contract as supporting document for (bill) health insurance, etc.," Ramos said.

The couple learned from a municipal health worker that the city government under Mayor Ramon Jalosjos would be sponsoring free mass wedding services two days before Valentine's Day.

They later convinced one of their sons and his live-in partner to also get married in rites held Friday at one of the malls here. *Report by Inquirer Southern Luzon stringers Jonathan V. Sanfuentes Lazam, and Delfin T. Mallari Jr., Inquirer Southern Luzon*

Can't miss . . .

From page A1

about getting to the heart of what drives the parties—because as "drunk" as they may seem, it's done to spend a lot of money.

"I traveled thousands of kilometers to come to my first (in Cancun)," said the 18-year-old student from Brazil's northeast. "Of course I'm going to kiss as many boys as possible."

Yes Brazilians do—"more easily" one to get the wrong idea about the widespread kissing known as "beijo," which literally means "to snog."

It is an innocent game, they say, in which snogging is encouraged anywhere outside the small of her back (many a red card ... if not a slap).

Subtle cues

Like the more intimate of courtship rituals, the Rave includes rules and rebels, nonverbal cues that are ambivalent: men or women must understand to have a successful outing...defined by Pereira as "maybe kissing 12 boys...or just sure if he is a really good kisser."

There are no winners, official or otherwise, though many play for bragging rights.

Informal polling found members of both sexes claiming to have kissed more than 10 partners at least once during one night.

Rafael Salachid, 18, standing with a group of pals at a Friday bloco aptly named "Come to me, I'm sung," said he had long frances of "kissing as many girls as I went during carnival."

For most of the 700,000 tourists who have invaded Rio, the blocos are the focus of the carnival leading up to the Ember, honest samba parades on Sunday and Monday.

Each bloco is its own charisma. Some are for paramilitants, others attract a gay crowd, many see a strong teenage contingent and still others are for young children.

Rampant carnealing

But all—minors, perhaps, the Mass Ash—respected, and are just for dogs and cats—include an abundance of beer, a dire lack of clothing and rampant carnealing.

While Brazil's government proudly announced it would hand out 56 million condoms for the carnival, there were no warnings issued for contagious diseases contracted by kissing.

"It starts like this: You look at a guy. Really look at him. He comes over, starts with his talk, and if there is chemistry there, it's going to roll," Pereira said. "It doesn't matter if he is rare or not if there is no energy."

Lucas de Sousa, 17, pulled up like a peacock while giving the male perspective on the game.

"I come to them with animals and a great talk," Sousa said. "You really have to talk well with a Brazilian girl. Anyway if I'm confident, I might touch her butt, her arm and then try for a kiss."

As he spoke, his freckles lit up the fave half-minute, half-hour that sometimes have been gifted with at birth to gain a woman's attention in a crowd.

And if that hasn't worked since?

"Look around, this place is full of girls," Sousa said. "If a girl rejects me, she is bound to have a friend standing next to her."

Luiza Castro, 17, started to give her interpretation of what the game of "kiss" means when she paused and narrowed her eyes.

"Wait, wait ... is this going to be one of those articles that makes Brazilians seem like fools?" Castro asked. "Because you really shouldn't exaggerate this thing."

She defended smooching as many boys as possible during the carnival, saying it's be rudder than displays during March 'Ora ao Nove Ordeam' streets—where women routinely lose their breasts to sets a strand of beads. AP

THE DAILY GOSPEL

Monday, February 15, 2010
6th Week in Ordinary Time

1st Reading: Jas 1:1-11
Gospel: Mk 8:11-13

The Pharisees came and started to argue with Jesus. Hoping to embarrass him, they asked for a miracle from heaven. But He knew their intentions. He gave us three sign and said, "Why do the people of this generation ask for a sign? Truly I say to you, no sign shall be given to this people." Then he left them, got into the boat again and went to the other side of the lake.

Commentary

"To stop him (the Pharisees asked Jesus to perform a miracle to prove that God approved of him."

Faith is also trusting:
that the life and energy and power of God
is with us
in darkness as well as in light
it is not the outside that feeds it, nuggets
meant to shape life in our lifestyle.

The Daily Gospel is published by Communications Inc. 4 Mapagsa St. 1371 Diego Silang, Quezon City. Tel. 911-5555 Fax: 911-5555 Email: dailygospel@yahoo.com
Editorial Staff: Fr. Jerry Orbos, SVD, Fr. Jose Clemente Ma. Ilao, SVD, Fr. Jose Clemente Ma. Ilao, SVD, Fr. Jose Clemente Ma. Ilao

ELECTION 2010

CREATE SOME NOISE... IGNITE YOUR CAMPAIGN... LIGHT UP THE SKY!

DRAGON FIREWORKS

SAFE, QUALITY FIREWORKS IS OUR COMMITMENT

Distributed by: DEY ENTERPRISES

ATTENTION: CLASSIFIED ADVERTISERS

INQUIRER CLASSIFIEDS

McBride

HARTMANN

Disposable Underpads

SUPERIOR PROTECTION FOR

- Bed Sheets
- Bed Rugs
- Furniture
- Chairs & Other surfaces

Care-giving Chores Made Easy!

Invest for the future. Now is the best time.

KUMON

Swing to ALLIED BANK MasterCard

Swing Nuts on Savings

Swing low on ABT

Swing to Allied Bank MasterCard today!

APPLY NOW!

CALL 818-9-818 or DTF 1800-10-818-9-818

ALLY LIVE! 818-9-818

ALLIED BANK MasterCard

GMA too busy to sign senior citizens law–Palace

By Christian V. Esguerra

SENIOR CITIZENS AWAITING THE SIGNing of a bill that would give them a full 20-percent discount on goods and services as a result of being exempted from the expanded value-added tax, on top of other benefits, will have to wait until President Macapagal-Arroyo finds an opening in her busy schedule.

Malacañang yesterday said the President was too busy to affix her signature to the Expanded Senior Citizens Act, a measure that would also give indigent seniors and non-pensioners free medical insurance and disability assistance.

"It's just waiting for a free spot in the President's schedule because we all know that she is very busy in her legacy issues of major regions on top of her daily work," Gary Olivar, deputy presidential spokesperson, said in Filipino.

Olivar told senior citizens they "should not worry anymore" because the President has already signed the measure.

Olivar said, Ms Arroyo had given her word that she would sign the bill.

The measure took seven years to pass in the Senate and the House of Representatives.

Ms Arroyo, whose term ends on June 30 but who is seeking a seat in Congress representing the second district of Pampanga, is going around the country touting the accomplishments of her administration.

This week, Olivar said, Ms Arroyo will be in Mindanao to visit one of the "major regions" she created to speed up development outside Metro Manila.

He said the President was focused on agri-business projects in the south with the view of eventually turning Mindanao into the "food basket" of the country.

Angara: There's money for El Niño

WHILE THE P1.54-billion national budget for this year—signed by President Macapagal-Arroyo last week—did not take into account the impact of El Niño, the government would still tap the P330-billion contingency fund to reinforce the ill-effects of the phenomenon, Sen. Edgardo Angara said yesterday.

In a phone interview, Angara, who chairs the Senate finance committee, said El Niño was "not anticipated" during discussions last year on the 2010 national budget.

But he said there were "more than enough" funds in the budget to implement mitigating measures against El Niño. He said the government could tap the P33-billion fund set aside by Congress for the rebuilding and rehabilitation of areas and infrastructure damaged by three deadly storms that struck the country last year.

"They can use this fund because it's weather related," he said.

Mitigation efforts "should start now" and the "government must move quickly," Angara said.

Olivar should be reminded and then doubled. These measures could cost the government P5 billion, the senator said.

Cloud seeding to drought-stricken areas could also help, he added.

The government should call for water conservation and review the country's rice stockpile as "we cannot afford a production would surely drop" because of the drought, Angara said.

He said the additional cost of night-morning mitigating measures could result to the government "overshooting its deficit target."

"But for me, between deficit and food, between deficit and jobs, (I choose food and jobs," Angara said.

This year's budget deficit is expected to hit less than 3 percent of GDP, he said, but with El Niño, the deficit could reach up to 3 percent of GDP.

However, he said this was still in "the manageable limit."

Christine U. Avendaño

Gender on NHA meet's agenda

IN LINE WITH THE GOVERNMENT'S thrust to address gender concerns in development efforts, the National Housing Authority (NHA) is holding the First Housing Design and Development Research Conference on Feb. 16-17 at the NHA Operations Center, Diliman, Quezon City.

Some 50 participants from government shelter agencies, the private sector, people's and nongovernment organizations, and the academe will focus on gender issues emerging in housing development.

"The gathering will set the trend for the inclusion of gender sensitivity in designing, planning and building houses and communities," said NHA General Manager Federico Lutero.

The conference is under the aegis of Sen. Francisco Sonny Nuñez de Castro who is chair of the Housing and Urban Development Coordinating Council (HUDCC).

Information may be obtained from the NHA website at http://www.nha.gov.ph, or at (02) 441-1744 loc. 1 or Ms. Benita D. Bagtas, conference director, at tel. 929-3238 or 922-3114.

Ex-DOTC chief Lichauco dies

FORMER TRANSPORTATION AND COMMUNICATIONS Secretary Jesus Trinidad Lichauco died early yesterday morning, two weeks after suffering a stroke in Hong Kong, his family said. He was 75.

Lichauco, who also served as commissioner of the National Telecommunications Commission (NTC) during the Aquino administration, suffered a stroke on February 1 while attending a send-off party for St. Luke's Medical Center at The Fort in Taguig City.

"Our mother did not suffer and she died in peace," said Lichauco's 43-year-old son Chris.

Lichauco, rising through the ranks as one of the Department of Transportation and Communications' first employees in the late 1970s, was appointed undersecretary and NTC commissioner by President Cory Aquino.

"If there's one highlight of her career in government that's worth mentioning, it's probably her role in the de-monopolization of the telecommunications industry," Chris said.

He said his mother served as DOTC secretary during the Ramos presidency before resigning "in protest" during the term of President Joseph Estrada.

She also became a government member of civil society as convenor of the Concerned Citizens Movement, becoming very vocal against President Macapagal-Arroyo's administration.

After suffering a stroke and falling into a coma in Hong Kong, she was flown to Manila on a chartered plane by her family.

Lichauco's remains were cremated Sunday morning and will be interred at Sentosa de San Antonio in Forbes Park on Thursday. (Nadia G. Montecillo)

Luzon brownouts still a possibility

METRO MANILA and Luzon provinces may still experience two to three-hour brownouts today as the 540-megawatt (MW) Limay coal-fired power plant in Bataan is out of service.

Cedric Daza, vice president for operations of the National Grid Corporation of the Philippines, said yesterday managers of the power plant were still preparing to start operations.

"The Limay power plant has to operate by today (for maximum) or the latter. Otherwise, we will definitely experience brownouts in the afternoon," Daza said.

He said another plant, the 600-MW Malaya, was running despite low fuel reserves.

Once the Limay power plant goes online, Daza said, the Malaya plant could run distressing just 200 MW, thus extending fuel reserves until the National Power Corp. is able to purchase more fuel for the off-board facility. — Jerry B. Bermo

Asian Hospital and Medical Center

Caring for the health you need, the

PHILIPPINE DAILY INQUIRER

OPINION

Endorsements

THE DECLARATION OF INTENT OF THE PARISH Pastoral Council for Responsible Voting was shot through with unnecessary and dismaying nuance. But the PPCRV's plan to compel mass media personalities endorsing candidates to resign or go on leave during the campaign period, and the Comelec's avowed readiness to enforce the relevant provisions, may not actually be supported by the wording of the law itself.

EDITORIAL

Commission on Elections Resolution 8758 reproduces, in Section 38, the exact wording of Section 6.6 of RA 9006, the Fair Election Practices Act.

There is no dispute about the first part of the provision. "Any mass media columnist, commentator, announcer, reporter, on-air correspondent, or personality who is a candidate for any elective public office" should resign or go on leave; if they don't, their shows presence on TV or radio or in a newspaper's pages would enjoy an undue advantage over their political rivals. That much is clear.

The disagreement arises in the second part: a mass media personality who is "a campaign volunteer for or employed or retained in any capacity by any candidate, political party, or party-list group, or organization, and/or coalition thereof" should also resign or go on leave.

There are conditions to which resignation or leave of absence is the professional thing to do. A TV newscaster who is retained as a political consultant in one presidential campaign, or a tabloid editor who receives P500,000 a month from one candidate to analyze political dynamics for the express benefit of that candidate, cannot be said to serve the purposes of professional journalism. They must resign or go on leave.

But what about a movie star who likes a particular candidate and offers her support to the best, most effective way she knows how: through an unpaid endorsement? Or a radio commentator who, after discussing the merits and demerits of presidential candidates for weeks on end, tells his audience he has come to a conclusion—and details it over the airwaves? Do mass media personalities lose their right to free expression simply because they have exercised their right to choose?

But "endorsing is campaigning," says Ferdinand Rafinan, the head of the Commission on Elections' law department. He is right, but only up to a point. That is to say, there is a kind of endorsement that can be understood, by any reasonable person, as a form of campaigning. A celebrity who is hired for the duration of the campaign to represent a candidate—for purposes of argument we can cite the case of the famous actress Judy Ann Santos, whose Sen. Jinggoy Madrigal used as campaign prop in 2004, in her second and successful run for the Senate—may be said to be actually campaigning.

But surely there are degrees of endorsement. A "mass media personality" who says, once, during an interview, that he prefers a particular candidate is merely giving expression to his own opinion. Will the Comelec penalize this exercise of a basic liberty? A famous model may allow her likeness to be used in the last few weeks of the campaign; should she be penalized during those weeks when her endorsement is not used by forcing her to resign or go on leave throughout the campaign period? The wording of the provision in both the 2010 resolution and the 2001 law is open to contrasting interpretations—and is therefore crying out for clarification.

The case of columnists, however, is completely different—so different that perhaps in future Comelec resolutions fleshing out the provisions of the Fair Election Practices Act it should be given a section of its own. Columnists are hired not only to analyze public issues or to interpret the news, but to shape public discourse itself. In other words, columnists are in the persuasion business. It is their job to sway people's minds, to influence voters' conduct.

That job takes on greater weight during election season, not less. It is precisely at a time when the voting populace is weighing candidacies and programs that columnists must engage the issues. That engagement carries with it both the responsibility and the risk of endorsement.

Publisher **Isabel Yulo**

Editor in Chief **Letty Jimenez-Magsanoc**

Managing Editor **Joe Ma. D. Nolasco**

Associate Editor **Margarita G. Planas**

Assistant Editor for Readership **Rosalie R. Torres-Lopez**

Opinion Editor **Juan V. Mercy**

News Editor **Antonio T. Enriquez Jr.** • Chief, Page One Operations **Nelia B. Fulache**

Chief, News Desk Unit **Ruben R. Alvarez Jr.**

Assistant Managing Editor **Fernando Jr.**

Senior Desk Editor **Jean F. Sumbilla-Ubil**

Editor in Consultant **Antonio Contreras**

Chief Photographer **Raul E. Sunicio** • Art & Design Director **Ernest A. Villarino**

Board of Chairman **Raul M. Pangalangan**

President **Alexander Pineda-Bengzon**

Senior Vice President for Sales and Marketing **Bernardo R. Romero**

Vice President for Advertising **Philip B. Olaguer**

Vice President for Info Tech and Ops **Gary G. Lim**

Vice President for Finance **Jose M. Valencia**

Advertising Director **Manuel Antonio R. Chanyungco**

AVP for Marketing **Jennifer S. Hernandez**

Corporate Affairs Manager **Carmen R. Valencia**

All rights reserved. Except as permitted by law, no copies of the Philippine Daily Inquirer may be reproduced or distributed in any form or by any means without the prior written permission of the publisher. Violators will be prosecuted to the fullest extent of the law.

Villar has another land scandal in Iloilo

DEPUTY PRESIDENTIAL SPOKESMAN GARY Brenido Olivar, a playing deaf and dumb in the accusation that he violated the Dual Citizenship Law when he accepted an appointment to the government without renouncing his US citizenship as the law provides. Not a whimper out of him. Maybe he thinks that if he pretends the problem doesn't exist, it would go away.

Well, it won't. It's fast, it's almost out of hand and let him file a 10-ton truck. Rep. Jonathan de la Cruz announced last Saturday that his party, Bukidnon, will file a charge of violation of the Dual Citizenship Law against Olivar.

While poll very visible as a mouthpiece of the President, Olivar has been very quiet about his own problem. He has left it to Executive Secretary Eduardo Ermita to defend him. Ermita has said that Olivar is a dual citizen "and need not renounce his foreign citizenship to be considered a Philippine citizen."

Wrong. Former Senate President Franklin Drilon, principal author of the Dual Citizenship Law, pointed out that Section 5, para. graph 3 of RA 9225 states: "Those appointed to public office shall subscribe and swear to an oath of allegiance to the Philippines and to the duly constituted authorities prior to their assumption of office. Provided, that they renounce their oath of allegiance to the country where they took their oath."

Obviously, Olivar has not done that because he is still using, and flaunting, his American passport.

A private citizen need not renounce his foreign citizenship, Drilon said, but those aspiring to seek public office, both elective and appointive, must first renounce their oath of allegiance to the foreign country where they acquired this second citizenship. Both the appointee and the appointing authority, in this case, GMA herself, are liable for prison terms, Drilon said.

As the deputy spokesman of the President, in fact her alter ego, Olivar is privy to a lot of government secrets, Congressman De la Cruz added. Isn't it a security risk for a foreigner to be privy to Philippine government secrets? What, there is a problem between the Philippines and US governments, to whom would Olivar be loyal? he asked.

Chief Presidential Legal Counsel Raul Gonzalez was criticized by Drilon as "sleeping on the job" for failing to advise President Arroyo against the irregularity of appointing Olivar to a government post even before Olivar could renounce his American citizenship.

"Gonzalez was again caught sleeping on the job because he failed to advise Malacañang on the requirements of the Dual Citizenship Law," Drilon said. Olivar must either renounce his American citizenship or quit his Malacañang job, he added. "Olivar cannot have his cake and eat it, too. He cannot continue serving Malacañang as deputy spokesman and hold on to his US citizenship at the same time.

"Perhaps the reason President Arroyo has developed this nasty habit of constantly violating the Constitution is because he has a dropped legal adviser," Drilon said.

AS I SEE IT

Neal H. Cruz

Sen. Manny Villar Nacionalista Party presidential candidate, got a dose of Drilon's ire in 2008 when Villar was another U-S scandal in Drilon's home province of Iloilo. Villar has a subdivision in Iloilo, called "Savannah," on some 12.7 hectares of farmlands were farmlands irrigated that lands which Villar's company converted into residential land. The DAR law prohibits the conversion of irrigated agricultural lands to other uses. The reason being to safeguard food production. However, Villar's company was able to make the Department of Agrarian Reform issue a conversion order.

"Former Agrarian Reform Secretary Rene Villa refused to sign the conversion order, but Villar's company had his successor, Secretary Nasser Pangandaman, sign the conversion order," Drilon said.

Villar's company later bought adjacent lands increasing the area of Savannah subdivision to 350 hectares. Drilon said farmers were forced to sell their lands because of lack of irrigation because Villar's company filled up an irrigation canal, thus blocking water flow to the farms.

"Villar has only one public works project in Iloilo," Drilon said. "That was a 185-meter highway, for which Villar used P4 million of his pork barrel. That highway led direct to his Savannah Subdivision." The road project was in the 2005 General Appropriations Act and implemented via Special Allotment Release Order (SARO) 2005-249.

"The C-5 road controversy is just the tip of the iceberg. What we see is a pattern under which Villar's subordinates benefitted from a huge government although because of influence peddling in government," Drilon said.

He challenged Villar to open the books of his real estate companies and reveal to the Filipino people how many farmlands land converted into condos he was able to convert from DAR over since he became a high government official.

"In the name of transparency, I believe the Filipino people are entitled to know the land conversion permits issued by DAR under which Villar was able to build his string of subdivisions," Drilon said.

"After the discovery of the C-5 road, a half land scam in Iloilo, Villar should now come clean and listen to the public his dealings with DAR.

"By opening his books and proving that the land conversion orders he secured from DAR are above-board, Villar will then be able to dispense long-standing rumors in the business community that he used his influence as a high government official to expand his vast private business empire," Drilon said.

"I challenge Senator Villar to go beyond public rhetoric and open the books of private companies to disperse persistent allegations that he used his government influence to advance his private business interests."

Do your work

THERE'S THE RUB

Conrado de Quiros

THE PRESIDENTIAL CAMPAIGNERS ARE CRYING foul, saying it's a violation of press freedom. The press is crying foul, saying foul as well, saying it's a violation of freedom of free expression, quite apart from a violation of their rights to earn an honest dough, elections being the busy time for it.

That is the Comelec ruling that says "Any mass media columnist, commentator, announcer, reporter, on-air correspondent or personality who is a candidate for any elective public office or is a campaign volunteer for or employed or retained in any capacity by any candidate, political party-list group or coalition shall be required, if so required by their employers, to avail only a leave of absence from his/her work as such during the campaign period."

My immediate beef with it is that the Comelec is just meddling in every public activity there is from its very real shortcomings by dwelling on the apparent ones of everybody else. The point is not for the Comelec to close perceived mass education, it is for it to educate the public on decisions. It's not a finely honed organized only in time for elections. It's an institution one that exists 365 days of the year, drawing pay—a huge amount of it—from the taxpayers. It wants to continue to be life and square, it should do its job every day of every year and not just during the last few months before elections.

As it is, we're virtually on the eve of Lent, and the Comelec has done little to familiarize us with the substitution process. It's a disaster waiting to happen. I don't know why we, the People, shouldn't have reading as well that says any official, clerk, volunteer, person, or entity employed or retained by the Comelec in any capacity should be deemed resigned, as so demanded by their employer, Juan de la Cruz, or who's pretense? basis of absence from his/her job to the extent the electioneering can be a security.

The proposition itself is not necessarily bad, although I propose that the proposition be left to studies to prosper. It is certainly not to decide to black and white. The people who oppose the ruling by saying that Oprah Winfrey and Ellen DeGeneres endorsed Barack Obama are of course right. The United States in fact has a tradition not just of entertainers endorsing presidential candidates but of newspapers doing so. Those newspapers normally explain why they are putting their weight behind their chosen ones to editorials.

I recall that in 1981, Inocian founder and Philippine Agency explored that possibility with the business editors. Unfortunately we could not come up with a unified theme. It is a statement to Egypt's democratic history that she never finished on her theme but left it to the paper to discover its own. The result was that the front page went for Ramon Mitra, the editorial page went for Arturo Tolentino, and the sports page went for Dimdim Espinosa.

I can agree however that if you are a reporter or editor of a newspaper, TV or radio station, you may not support or endorse a candidate, you may not be a volunteer for a candidate, and you may certainly not be employed by or be retained in any capacity by a candidate. In fact that's one not just of elections but of everyday life. If you are a reporter or editor of a media outfit, you may not support or endorse the subject of your investigation, you may not act on behalf of the subject of your coverage even in a volunteer capacity, and you certainly may not be employed or retained by him or her in any capacity.

The reason are obvious. One is it has a reporter or editor in the office an impartial view of things. That may and always be easy to do—as the journalism who called feudal Augustinian nurses at his arraignment show us—but you can always strive to subdue bias and violent emotion for the sake of truth. The other is that the reporter or editor does not just represent himself, he represents the newspaper or TV or radio station he works for. He represents not the weights of the media outfit behind it. That quite incidentally is true as well of editorial writers, which is why editorials are written by editors. Editorials are not the personal views of their writers, they are the corporate, or collective, or institutional position of the newspaper or station they work for. Being employed or retained in any capacity by a candidate is corruption, and grounds for dismissal.

The reporter or editor who is employed by, or retained by or the editor can be as he newspaper or TV or radio station we. When the columnist is charged with libel, the columnist's editors are deemed answerable too—which is a stupid law, but it is only what's understood—as a point where media outfits no longer bother to set out the disclaimer, "the views expressed in this page or program do not reflect those of this newspaper or TV or radio station"—that opinion pieces are just that, personal opinions.

What is why editorial pages enable it a point to have as wide a variety of opinion as possible.

The only limits there are, or should be, the columnist being employed or retained in any capacity by the candidates or any public official in day-to-day life. That is bad. That is grounds for firing, if not being fired squarely, sitting squat.

In the end, however, the point is that the Comelec has no business legislating about things it does not understand. The strength, those are serious and urgent matters, but those are solutions and urgent matters for media, and not the Comelec, to take up. The ruling is just a bald attempt to put media on the defensive, if not indeed to get back at them for all the barbs they have thrown the Comelec's way, the better for the Comelec to crawl away from the direct light of public scrutiny.

A word of advice: Stop pointing to the responsibilities of others.

Go do your work.

The evolution of the party-list system

IN MY VIEW, THE PARTY-LIST SYSTEM (PLS) evolved into something it was not originally conceived to be. Whether this is good or bad for the country should be a subject of debate.

There are two related concepts in the constitutional provision on the subject: party-list groups and sectoral groups. The constitution speaks of a party-list representative nominated, registered, and sectoral parties or organizations." It will be noticed from this that the "sectoral parties" are just one of the various organizations of the "party-list system." As pressed, however, the sectoral system has become separated from the party-list system such that only "disadvantaged" sectoral groups can participate in the party-list system. This development has come about as a result of legislation and Supreme Court decisions.

In the 1986 Constitutional Commission, the two concepts were explained. The party-list system meant a voting system where parties or organizations submitted a list of their candidates and the parties would be represented by the number of their members in proportion to the total number of votes they received. The proportional system was meant to be an antidote to the winner take all system operating in the electoral groups. Moreover, would still be one type among the groups taking part in the proportional system.

There was, however, the understanding that the disadvantaged sectors at that time would not have the resources or capability to compete in the political arena on an equal footing with the others. There was a strong move to give them permanently reserved seats in the system. Incorporation was not disapproved. Instead, the compromise reached was that, in order to enable them to build up their strength to be able to compete in the electoral arena," for three consecutive terms after the ratification of this Constitution, one-half of the seats allocated to party-list representatives" would be reserved for disadvantaged sectors.

Then came in 2001 a divided Supreme Court decision which ruled that the intent of the Constitutional Commission and of the implementing statute, RA 7941, was not to allow all organizations to participate in the system but to limit participation to parties or organizations representing the "marginalized and underprivileged." The Court says the party list system is a "social justice tool." The Supreme Court says the party-list system as a sectoral system even if the deliberations of the Constitutional Commission clearly meant that party list meant more than just one class of organization.

The decision, moreover, said that all the party list seats should be reserved for the sectoral groups (not just for three consecutive terms but forever. Where a dissenting justice pointed to what the framers of the Constitution's intention showed, the powers granted that Commission records should be consulted only when the text of the Constitution was not clear. For him, the text—in spite of the specific three-term and 50-percent limitation—was clearly not for one-half only but for all the seats, and not for three terms only but forever. Effectively deleted was the phrase "for three consecutive terms after the ratification of this Constitution one-half of the seats ..." It was an amendment by interpretation.

That was not all. The majority also ruled that party list nominees "must represent marginalized and underrepresented sectors." This meant that nominees who did not have this ideological qualification (which ideological is not easily proved or disproved) were not qualified to be party list representatives. But this is another departure from the constitutional text. For this, however, not by interpretation but by grafting. So such ideological requirement is found in Section 6 of Article VI which enumerates the qualifications of a member of the House of Representatives. Neither does this 1941 provision refer to ideological qualifications. The Supreme Court ruling is contrary to this law.

An earlier case on the current party-list implementing law, Republic Act 7941, settled two questions. First, RA 7941 required parties, organizations and coalitions participating in the system to obtain at least 2 percent of total votes cast for the party-list system in order to be entitled to a party-list seat. Three garnering more than this percentage may have additional seats in proportion to their total number of votes," furthermore, no winning party, organization or coalition may have more than three seats in the House of Representatives. All these were upheld by the Court in 2000.

A related question was whether the allocated 20 percent of the total House membership are a mandatory number that must be filled or whether it merely set a ceiling. The Court said that it was not a mandatory number but merely a ceiling.

The result of these two decisions was that the seats allocated for party list were never filled and mathematically could never be filled. Thus last year the Court declared the 2-percent threshold as unconstitutional and the 20 percent allocation mandatory.

As a result of these 2009 rulings, expect the 20-percent seats allocated for party list to be filled by an evaluation of "disadvantaged" sectoral representatives. How this will affect the political balance in Congress remains to be seen. It will depend on the implementing rules and regulations.

Finally, it should be remembered that the party-list system was envisioned as an experiment. I believe that it is now time to evaluate the experiment.

SOUNDING BOARD

Fr. Joaquin G. Bernas, S.J.

Senior citizens, go out and vote!

THOSE LONG, MEDIA-ALL SORTS OF RUMORS REGARDING the fate of the amended Senior Citizens Bill that has been in Malacañang for the last couple of days. The President must be having a difficult time deciding what to do with it.

Last Friday, a reliable source indicated that President Macapagal-Arroyo was preparing to veto the measure citing Department of Finance concerns about revenue losses amounting to P1.4 billion. But on the same day Deputy Presidential Spokesman Ignacio Bunye announced that the President would sign the measure.

Then came the bad "already considered the fiscal measure, and with the benefits."

Let us backtrack a bit.

REVEILLE

Ramon J. Farolan

When the DOF was asked to submit its comments and recommendations on the proposed Senate bill entitled "An Act Granting Additional Benefits and Privileges to Senior Citizens, Amending Republic Act 7432, as Amended," Undersecretary Gil S. Beltran as department officer-in-charge gave the following replies (Sen. Pia Cayetano dated July 22, 2009 (due to space limitations, I shall cite only Beltran's recommendations):

The DOF supports the increase in the rate of the Senior Citizens' Discount from 20 percent to 30 percent but to be applied only on the VATable goods and services already enumerated in the Senior Citizens Act.

We also support the extension of the 20 percent discount on the 500 exempt goods and services already covered under the Senior Citizens Act.

We recommend to delete from the enumeration of non-VATable services the entire paragraph on cinema/houses and other similar entertainment places.

The DOF supports the proposal to give a monthly stipend of P1,500 to senior citizens on the condition that it should be done through the regular budgetary processes and not through the earmarking of VAT collections.

We recommend to align the income tax exemption of senior citizens with the provisions of Republic Act 9504.

In item "B" of the Section-by-section analysis, the revenue impact of various discount rate scenarios with focus on medicines (which by the way is the most important item as far as benefits for senior citizens are concerned) indicated that the highest Total International NIC and Income Tax Foregone estimated at P6.1 billion assuming that different scenarios, including the NIC exemption proposal, were considered, the difference between P63.46 million and P1.6 billion would be difficult to explain. Let us keep in mind that statistics, like poll surveys, can be manipulated and interpreted to justify or bring about desired results.

As I mentioned in my earlier column, the President has three options: (1) Sign the bill into law (2) Allow it to lapse into law after 30 days or (3) Veto the measure.

If President Arroyo signs the bill into law, it would "reflect her judgment that the welfare and benefits of our senior citizens are worth the fiscal cost that we will carry." (Gary Olivar's words) And I think that the majority of our people will be heartened by 6.6 million senior citizens as well as succeeding generations as the only President to sign into law two bills that specifically provided senior citizens with special assistance when it was least needed in their lives. Six years ago this month, on Feb. 26, 2004 to be exact, she signed into law Republic Act 9257, "An Act to Expand Senior Citizens' Rights and Privileges to Senior Citizens Amending for the Purpose Republic Act 7432." RA 7432 provided for income limits which made it difficult for many senior citizens to enjoy the benefits of the law.

Whatever is the outcome, I urge all senior citizens to go out and vote not just this May but in all future elections. Special assistance groups in every barangay should be organized all over the neighborhood—high-priced lawyers and accountants with tremendous available resources in advance their causes. Senior citizens have only their votes which at times are not even counted properly. We represent almost one-tenth of this country's voting population. We cannot remain underutilized in the determination of our votes wisely.

In a recent issue of Newsweek magazine, Evan Thomas writing on the continuing woes of President Barack Obama had this to say:

"It has long been an unwritten rule of political professionals: When Mitch Mitt Demand interface of the Moon. Do not propose to do more than your predecessor had happened to Ronald Reagan in 1984 when he won just one state and the District of Columbia against Ronald Reagan). Never mind gloomy about the future (remember Jimmy Carter and malaise). Always be upbeat (remember Ronald Reagan again). And never, ever propose to cut the big entitlement programs. Social Security and Medicare. These senior citizens vote on to vote!"

* * *

More on U.Sgt. Washington Sytip, ex-SCA and the AFP:

Addressing the Philippine Military Academy Alumni Association General Membership Meeting last month, Sytip exclaimed that "I stood the first with my class (#1—it was a senior partner, the junior auditor and the janitor) From the beginning, I was convinced that the success of any organization would have to depend on the quality of its people .... Like PMA, we had strict and rigid rules in accepting applicants. Many of the bright graduates are from poor families and have done well in their schools to earn scholarships and exceptional standards. During my 10 years with SGV there was not a single case of anyone asking me to promote a staff or moving someone into partnership. Everyone accepted the fact that each movement upward was based on the performance of the individual. There was only one occasion when I had to dismiss a staff for cause. The person concerned was a close relative but he had been seeing a girlfriend and had not been home with the kin.

"At SGV, we always believe that leadership has to set the example. I told the partners that they don't have to ask the staff to show up on time at 8 a.m. if they arrive at the office at 7:30 a.m. However, if the partners arrive at 9:00 and not show up until 9:30 a.m., the staff will, of course, follow his example and be late at the office."

The comments regarding his observation on the rapid changes in military leadership were unanimous: reform in the Armed Forces can never succeed with the constant structural reshuffling in the hierarchy (under AFP chiefs-of-staff whose tenure for only a few months) is to be entrenched. All talk about ending the insurgency this year is pure nonsense considering the situation in the AFP. It is important that whatever becomes the next president should correct this anomalous situation of "revolving door" AFP leaders. If meaningful reforms are to be instituted and sustained within the organization.

Datu Birang and Doc Eman

THUS TO HIS NATURE, HE QUIETLY JOINED Maghaleya last Wednesday at the ripe age of 84 inside his highland abode on the foothills of Mount Apo in Kapangan, Datu del Fan. From if his death clearly left a void in the struggle for the defense of "the motherland" in the province of Bagobo Overbaite Juro Tomas for some is big deal we see only in the Davao Region but in the entire island of Mindanao.

Also known as Datu Birang, the soft-spoken Juro was feared into the public eye when he led the 1989 Tinuan Uprising, the biggest armed revolt by tribes in Mindanao resisting the government's geothermal project in Mt. Apo, a United Nations-declared national park and watershed reserve and a Heritage title of the Association of Southeast Asian Nations (Asean). The 1989 Tinuak effectively transformed the Bagobo people into a symbol of the struggle for land, paving the indigenous communities that inhabit the 70,000-hectare of Mount Apo. The 1989 Tinuak was the first tribal held since the last past made in the 15th century.

Soon thereafter, Datu Birang became the face of the campaign to stop the Mt. Apo project, at the country's highest peak at 14,000 feet above sea level but which the Bagobo revered as a sacred land called Apo Sandawa, the seat of an elaborate belief system held by more than half a million Lumads of Mindanao. His wisdom and deep understanding of the "interrelatedness of things" captivated even the so-called doubting Thomas.

Despite the widespread opposition—both locally and internationally—in 1992, the government, through the Philippine National Oil Company (PNOC), succeeded in putting up a geothermal plant on Mt. Apo. Soon after, President Corazon Aquino signed an order designating a 703 hectares area of the Mt. Apo National Park as a geothermal reservation and drillings in the so-called "Head of Mindanao" were bid blues, area that were zoned-used by Juro Birang and his people as desecration of the "sacredness of Apo Sandawa."

KRIS-CROSSING MINDANAO

Carlos Isagani T. Zarate

"Until, in our history of spirituality, is the creation itself. We consider Mt. Apo as our cathedral, the wind and the grains which we use in the making of our faith like the Christian's cross. If we speak of sacredness, nature—the environment—is first in the order of things, second is the people because the people (are) part of nature," said Juro Birang, who also served as chair of the Manila Certified Seeds Corporation (MCSC) board of directors.

In a report letter addressed to the young Lumads, Juro Birang left this instructive charge: "The defense of our ancestral domain is the biggest challenge to the survival of the Lumads. Our ancestral domain covers not only those land clearings that are our sin, but, more the terrain, the forest all those that can be found within ... The bright rays of the sun, the whispers of the wind, the darkness of the night, the glitters of the stars and the moon that can be observed from within—all these are part, too, of our ancestral domain ... Only money can motivate the non-Lumads and only the power of money and power. Mother nature ... The man protects without cost surviving, the land of our brethren, until the very last drop of our blood if it is needed."

* * *

"I cried and pleaded for them to provide the health centers with the medicines," Dr. Emmanuel Johann Obaña, a youthful "doctor to the barrio" assigned in Cotabato. Datuc Dimbal, woefully school to Mindanao Agusta, an investigative TV program of the GMA network in Davao City aired last Saturday.

Reporter John Paul Isaac showed how the young doctor—known simply as Doc Eman by his patients—tried to divide a bottle of paracetamol among several patients or how he used a single thermometer that had been bitter days at least before even a shot or a barco to touch his patients only to the Department of Health to correct people with the needed medicines, even the basic ones.

Doc Eman's disorder have failed to control the sun—probably, even anger—that an idealistic public servant like him experienced in battling local health officials. Early in his posting, he was already assigned services to the post-vile thing duties. Duties, the so-called "Land of the Rising Sun," located in the easternmost part of the Lanao Region.

Sir, to contrast, Isaac reported, Cotabato Mayor Jesus Sacdalan has received stacks of government assistance for the health needs of his constituents, though not placed in the health centers but in the mayor's pic, but in his own house. Sbat claimed that the medicines in her house will be used for medical missions. She, however, refused Isaac's request that video footage be taken of the medicines supposedly in her house. What is made be used as propaganda by her political opponents.

Before the program was over, Doc Eman already said a statement that not only described his frustrations but even aptly inflicted the skewed priorities of the government's health program. Doc Eman on one of only two "doctors in the district" assigned in far flung areas of southern Mindanao. "Mission ko na lahat ... makuha lahat kung dun ang mga tao," said Doc Eman, who hails from a poor family in Cavite.

Unfortunately for Mindanao—better Mindanao Agusta was chosen—in local TV—Doc Eman was pulled out by the Department of Health from Cotabato, Davao Oriental. He received death threats via text messages on his mobile phone two days after Isaac did an interview on him and Mayor Sbat. Sir, Doc Eman, impunity metamorphoses into many faces. But, it still remains.

Sobriety versus Wowowee

TWO TWO LEADING CANDIDATES, AQUINO AND Villar, have taken turns facing the Makati business club so-to-be featured their views concerning that into and the economy. The media (were present) on reversing study in common.

Both seem to agree that, to Aquino put it, the country's tax to GDP ratio must be raised to at least 15 percent, close to the 1998 levels of 17 percent, from the current 13.4 percent level, if a significant dent in reducing the budget deficit is to be made. Both is told January Villar, speaking at the Bonifacio Foundation forum, referred to similar figures and said, "We lose about 3 to 4 percent, that represents about P250 to P300 billion [in lost taxes]."

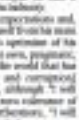
At the time, Villar also said the answer was to increase the tax collection efficiency and improve collection. He also proposed better use of the pork barrel, and what he called strategic borrowing to bring about economic stability ("I really feel we have to borrow for the Department of Health and portion of the same," he said to the forum).

But it was Aquino that drew a line in the sand. On Jan. 21 Aquino spoke before the MBC, followed by Villar on Feb. 11. Where both seemed to have similar messages in mid-January, by early February Villar had more notably differentiated his approach from that of his main opponent.

While Aquino has argued that there would be a substantial, even crippling, deficit from the present depreciation, Aquino pegged it at "P272.3 billion, or 4.1 percent of GDP" as of November last year; Villar, on the other hand estimated that the deficit this year is projected to balloon to over P300 billion, or 4.5 percent of GDP. Villar by Aquino for one gauge that the deficit higher than Villar percentage-wise.

Yet Aquino pledged: "We will refrain from imposing new taxes or increasing tax rates," while Villar cautioned that "I cannot promise no new taxes ... I cannot promise that we will not raise revenues and spend wisely, but "to say there were raising revenues is not a simple matter."

THE LONG VIEW



Manuel L. Quezon III

In the first place, Villar pointed out, the country already has one of the highest tax rates in the region. Let me restate that in the second place, Villar has really established with legislation that has helped bolster revenue collections to provide perks for specific industries. For example, back in early 2000, Villar had taken pains to bring the rate of the principal ex-authors of RA 9400 which lawyers and accountants taxes from 30 percent to 10 percent of admission fee given everyone he said it would provide a boost to the film industry.

So Villar set out to dampen expectations and, along the way, offered a critique of the current revenue by contrasting the can-do optimism of his nemesis with a heavy dose of his own, pragmatic, reality: "there is no country in the world that has been able to eliminate [graft and corruption] completely," he told the MBC, although "I will make clear that there will be zero tolerance of graft and corruption," and, furthermore, "I will work hard to reduce it significantly."

The former was a meaningless platitude while the latter immediately served to dampen any expectations for miraculous salvation.

In contrast, Aquino's earlier pronouncements were more sober: "In addressing the looming fiscal crisis, good governance and the drive against corruption are critical components in our strategy" and, "I strongly believe that we can collect more taxes at the fifth and higher duties at Customs if we become more serious in catching and punishing tax evasion and smuggling."

Why do I say Villar was rhetorical when Aquino was sober?

Villar, in vowing zero tolerance of corruption, refrained from going specifics. On the other hand, Aquino pointed to actual programs that already existed but hadn't been implemented: "The idea to improve tax administration and to control smuggling have been there for some time and some programs have been initiated in the past. One of these successful programs was the BAER in San Abar Tax Bunkers. In fact, some of the people at the Department of Finance and the BIR who have been so implement reforms before are still in now and together with reform-minded career executives, we intend to put their commitment and talents to good use under my administration."

In other words, if fixing the revenue problem requires fighting corruption, then the logical first place to start is with those who have succeeded in the past—or failed because otherwise good anti-corruption plans and programs ended up sidelining on the shelf because the present disposition in turn disposed with fighting corruption. As Aquino told the MBC, "In this effort, we will seek the starting from the ... leaders of [the] transport and customs services facilities and enforcement units."

Villar, on the other hand, declined to be specific, granting himself a vested phrasing rhetorical latitude without giving anyone any means to pin him down later on down the line.

In the end, Villar's tack in this contest is their view of what a president's approach in fighting corruption should be. Again, Aquino was specific: "My budget team estimates that for 2009 alone, around P200 billion of our national budget was lost to corruption. If we take the year 2002 to 2008, we are talking about around P1 trillion. Even under-rosy, but everyone agrees that the numbers are huge," he told the MBC. Villar reinvigorated the same altogether: again, he preferred to float around on the level of the purely rhetorical.

He did put forward political blowcrow: "If elected, I will not interfere with the [ombudsman] and defended his all to see. This would send message that we mean business." In this, he at least displays a kind of consistency in substitute media fashion for authentic institutional screening.

The INQUIRER is a member of the
PHILIPPINE PRESS INSTITUTE
The National Association of Philippine Newspapers

Villar's ads not for profit

THIS IS IN RESPONSE TO THE EDITORIAL titled "Villar's challenge" (Inquirer, 2/13/10), which expressed concern about money spending on political ads. But the editorial was more emphatic than few. Manny Villar, by spending his own money and, therefore, not being beholden to any vested interest, should convince the public that he is not drinking from exculpatory—that, as such level of spending, "he faces the prospect of becoming a major interest" himself.

He is too thinking of sycophancies. He doesn't need to convince the public.

Firstly, Villar's ads are not for profit. For the past months, they are—and they do not a lot. But for Villar, they may be an investment but not for any pecuniary interest. They are an "investment," of course, but of a different kind. They are a political investment to regain the country's power and—so after the longer than one could line up from it, the very few that Villar invests in his campaign. The returns are political and not financial, as the editorial's fears for money would go to.

We can understand the editorial's myopic view of things upon. But that is not about the criticism of things [advocated the existing public] in an inconsistent rich term. This is about people exclamation—between the candidate and the voting public. If the voters support him because they can identify with his woes and struggles, it's to reject the democratic outcome. To wish of "vested interest" existing out of someone spending his own money from his own soil is correct-minded logic. It has been accompanied, time by the virtue of his favor. What he does with his money is none of the business business.

We hope that the respected business editorial also asks politicos or candidates on a higher level of understanding and not to shoulder them up some. Private profit may be the rule in this country (even with the fourth largest but owning big fortune "as such levels of spending" does harm to corporate social responsibility too.

We see Villar as having this social responsibility—as the income has income.

—KEEFORD L. VILLACORTA,
chair, Movement for Better Values,
just@barrio.yahoo.com

If you have any complaints, grievances or suggestions about the treatment of news and photos by the Inquirer, you may write to the Readers' Advocate, Philippine Daily Inquirer, Chino Roces Avenue, corner Yague and Mascardo Streets, City of Makati, or send a fax to 896-6785, 897-0394, or e-mail readersadvocate@inquirer.com.ph.

Writers of letters to the editor are requested to include their complete address and telephone or pager number or e-mail address for verification purposes. The Inquirer will not publish any letter unless such information is supplied.

LETTERS

Autism is a sham election issue

"IS OR AUTISTIC?" THE QUESTION discusses on those focusing on persistent issues and instead plays upon taxpayer's ignorance and fears.

Mental disorders are diagnosed and classified using the Diagnostic and Statistical Manual (DSM IV).

Autism is an apparent, permanent developmental disorder subject to easy diagnosis by any physician or trained psychologist. The diagnostic of autism requires a total of six symptoms, including at least two symptoms of qualitative impairment in social interaction, at least one symptoms of qualitative impairment in communication and at least one symptom of restricted and repetitive behavior.

In other words, autism is both observable and obvious.

From a medical standpoint, Sen. Miriam Santiago does not in any way suffer from autism.

Her above conduct as a victim of immoral and personal assaults based on pseudo-medical imaginings means to discredit him and distract the electorate.

Her data assists automatically on. Others suppose from public office. Thomas Jefferson was known to have exhibited a number of symptoms pointing to some form of autism. ("Diagnosing Jefferson: Evidence of a Condition that Could Affect Beliefs, Behavior, and Personal Assessment"). Jefferson is the principal author of the American Declaration of Independence.

Autism as an issue is a sham. It is unworthy of serious discussion.

We must instead focus on the character and qualities of our presidential candidates that will result in peaceful, evolutionary transformation. Former and present leaders who displayed total fulfillment, a mastery of talents and unprecedented hard work all failed to make us Filipinos into becoming a productive force. We need an honest, prudent man with a clear mind and a clean heart who will rally us from all this hopelessness, violence and corruption.

—DR. MARVIN MATTEL,
marvin@pol.net

Surveys violate our right to vote wisely

THE IT IS REACTION TO SEN. Richard Gordon's remark at a recent forum of presidential candidates casting his 0.1 percent ranking in the latest SWS survey he quipped: "Then let's not hold elections, let's just conduct surveys."

Indeed. Surveys have come to us dominate Philippine elections that their have replaced reasonable and wisdom as the voters' tools in choosing their candidates by generating a bandwagon effect and encouraging sending, surveys are impairing our election system's capacity to generate rational and wise voting.

Surveys influence the electorate's choice in favor of the survey-polled to vote winner of an election. The role of free discussion and reflection is significantly reduced. This is what political scientist Samuel Popkin (1994) calls "low information rationality."

Surveys also affect other key actors in the electoral process. They are: 1) mental supporters, volunteers, local leaders, non-government organizations (NGOs), administrators and media practitioners. Their collective decisions produces significant changes in the campaign materials that influence the voters and condition the public's attitude toward the election outcome.

Survey-inspired bandwagon and crowding in an election can carry serious unending elections. This happens when survey's acquire credibility and momentousness through the years as a result of perceived accuracy. Through recurrent bandwagon and crowding, surveys erode the campaign period's time-honored function of rallying the good candidates from the bad ones.

Repeated victory forecasts by surveys favor glory over performance as well-fulfilling ability. This has potential surveys to decisively and significantly influence Philippine elections. Herein lies the validity of Gordon's observation.

Elections surveys may not be violating the Filipino people's right to vote. But they are violating another equally important right, the right to vote wisely.

—ALFEO M. FATTES, professor,
University of the Philippines,
Diliman Extension Program
in Pampanga, AAS 2.102
(Sandiwang Bayan, Diliman, QC

Stop SSS' Neri from betraying workers

SSS PRESIDENT ROMULO NERI'S plan is to channel P123-billion of social security funds to the economic stimulus package of the Aquino administration is a betrayal of the millions of private sector workers who are members of the insurance fund. Even if the channel is not technically illegal, it is nonetheless unduly dangerous for Neri to divert billions of SSS money to infrastructure projects that will [not] be capitalizes first and foremost on... if at all.

If pro-labor stimulus plan must use money in the workers' hands through additional SSS benefits for workers, including an unemployment subsidy for displaced SSS members. If instead of funding infrastructure projects, the P123-billion would be used as unemployment subsidy for workers laid off due to the recession crisis, there are 200,000 of them.

The rudimentary unemployment insurance will sustain a recently displaced worker at the minimum wage rate of P9,000 for up to six months. Both an unemployment subsidy will be enough to cover the 45,000 workers laid off according to the conservative figures of the Department of Labor and Employment since the start of the global recession, and the tens of thousands more to be displaced in the coming months and years as the economic crisis drags on in spite of shoring up the banks and corporations. First, the existing the Commission on Environment Corporations and Public Enterprises to investigate the plan to re-channel P123-billion of SSS funds to the government's "economic emergency" [sic]. Second, to stop in the right direction. Given the lacked transparency and corruption in the administration, the workers' funds might even be used for the doctored campaign of regular-backed candidates, if not of Gloria Macapagal-Arroyo herself, who is running for one of Pampanga's congressional seats.

Third is apparently confirmed alone. his brazen, as administrator of SSS funds, the workers are his real boss—the workers who have put their hard-earned money in the SSS—not Chill who wants to dip her hands in the piggy bank of the working class.

—ATTY. ANTONIO E. OQUINDO,
chair, Partido ng Manggagawa,
2 Kamagong St.,
Barangay Tikonina, Quezon City

SHOWROOM RENOVATION
SALE
From February 12 to March 1, 2010
Up to 70% OFF on Selected European Titles
Up to 60% OFF on Selected European Fixtures
active global sourcing, inc.
Showroom Hours: Monday-Friday 8:00 am to 5:00 pm / Saturday 8:00 am to 4:00 pm
TILES • BATHROOM FIXTURES • FAUCETS • SHOWERPOSTS • TUBS • SPAS • BATH ACCESSORIES

RUN UNITED
FOR WELLNESS
MARCH 7, 2010, Sunday
Bonifacio Global City, Taguig
www.unilabwellnessevents.com.ph
RACE
Run for healthier living with family and friends at Unilab's Run United for Wellness.
There's a race that fits everyone – from kids to grandparents, from beginners to expert runners:
3K / 5K / 10K / 21K / 500m dash for kids
Participants receive free wellness kits and 20% discount on New Balance products.
WELLNESS VILLAGE
Running coaches and health experts will be stationed at the Wellness Village for free consultation and professional advice on healthier living.
Fun and interactive games can be enjoyed by everyone, too!
REGISTRATION
Online:
www.unilabwellnessevents.com.ph
or visit these stores:
RUNNR Store - Port Bonifacio
Planet Sports - Alabang Town Center, Trinoma, Rockwell
New Balance - Glorietta, Shangri-la
For the benefit of and

Across the NATION

Assistant Editor Tony Burgonio

Dialogues with candidates planned for Masbate polls

By Jocelyn R. Uy

DESCRIBING MASBATE AS BEING "in a state of political calamity," acting Defense Secretary Norberto Gonzales yesterday said he would hold dialogues with politicians in the province to persuade them to sign an agreement for fair and violence-free elections on May 10.

Gonzales visited the province on Friday as part of the Department of National Defense and military's campaign to help the Commission on Elections in ensuring a clean and peaceful nationwide balloting.

"The situation in Masbate reminds me of Maguindanao," he said in a statement after receiving military and police reports of a "highly politicized" law enforcement in the area.

Fifty-seven people were killed in the Maguindanao massacre on Nov. 23, 2009, in the worst electoral violence in Philippine history. It has been blamed on the powerful Ampatuan clan and its private armies.

Police data showed that 368 people were killed in Masbate in 2008 for sociopolitical reasons. But only 47 cases were brought to court while the rest were recorded only in police blotters with no complainants filed.

State forces have identified 16 private armed groups in Masbate, four of which have been validated, Gonzales said.

The secretary met with the Joint Security Coordinating Council (JSCC) and Task Force Masbate (TFM) to check on reports that 2,000 members of "political armed groups" (PAGs) from Central Luzon and the Visayas were hired by warring political clans in Masbate.

Gonzales has also ordered the Armed Forces of the Philippines to work more closely with the police.

He also informed the possibility of putting Masbate under Comelec control.

On Jan. 25, the island-province was placed under special police watch until the end of the election period. The TFM will oversee all law enforcement and security operations there.

The task force is led by Senior Supt. Victor Deona who has under his command two battalions of Army soldiers and a police special force.

At least 100 specially trained commandos of the PNP Special Action Force, aside from the 50 personnel from the police regional headquarters in Legaspi City.

To insulate them from politics, the commandos will directly report to Chief Supt. Heriberto Delad, head of the JSCC.

All but five of Masbate's 23 towns have been declared "hot spots" by the PNP.

Eight candidates are aspiring for Congress in the three districts of Masbate, while three others have filed their certificates of candidacy for governor.

Two are running for vice governor and 20 are contesting the 16 provincial board seats. Hundreds more are vying for mayor, vice mayor and municipal and city councils in the four city and 20 municipalities.

Reshuffle

Earlier, the Philippine National Police redeployed the town police chiefs in Masbate to prevent local politicians from using police forces in their campaigns.

Palad said the revamp was the first in a series of moves to ensure successful national and local elections in May as it nears crisis.

It believed that politicians maintain too much influence over the police and sometimes the police are being dictated upon in the conduct of their operations.

PNP Director General Jesus Verzosa met recently with the police-led JSCC in the police provincial headquarters in Masbate City.

Verzosa directed Palad to reactivate all security plans to disband four private armies of local politicians that were believed behind many of the killings in the province.

He told more mobile checkpoints would be set up across the province to discourage loose firearms and violence.

With a report from Mar-I. Arguelles, Inquirer Southern Luzon

DON'T BE A VICTIM OF DIABETES.

High blood sugar levels can lead to serious complications like heart disease, kidney failure, blindness, and stroke.

Cogent dfb+ contains nine herbs traditionally used in Ayurvedic medicine for thousands of years to help prevent and manage diabetes and its complications.

Published clinical studies have shown that taking Cogent dfb+ together with your prescribed oral medication helps provide the following benefits:

- Lowers elevated blood sugar levels
- Repairs pancreatic tissue damage
- Boosts the immune system to withstand diabetes-associated infections
- Sustains energy and promotes general well-being
- Serves as a powerful antioxidant fighting free radical damage
- Helps treat diabetes-induced impotence in males and sexual dysfunction in females

AN AYURVEDIC SUPPLEMENT FOR DIABETIC CARE – THAT WORKS!

Bets told: Follow posting guides

LOS BAÑOS, LAGUNA—THE MUNICIPAL elections officer has reminded national and local candidates to respect the designated poster areas and follow guidelines on posting of campaign materials.

Randy Buenaseda said his office had identified eight key areas where candidates are allowed to post posters and streamers.

Most of these areas are along the national highway.

This is in accordance with the directive of the regional office of the Commission on Elections (Comelec) to identify common poster areas, Buenaseda said.

"We are calling on the candidates to post in the designated areas only. Otherwise, we will be forced to dismantle the campaign materials," he said.

Buenaseda also said the allowable size of campaign materials is only two by three feet. However, some local candidates, even before the official campaign period begins, have already posted propaganda materials in the town, some exceeding the allowable size.

The official campaign period for local candidates starts on March 26.

Huge campaigns of local candidates are already displayed, most of which give hints about the position they are seeking.

There are no mayoral candidates in Los Baños. Most of them have already started posting publicity materials.

Buenaseda urged residents to attend the automatic poll demonstrations on Feb. 19 and 23 at the University of the Philippines Los Baños and the Lopez Elementary School. Reiven Lapitan, Inquirer Southern Luzon

ELECTION BANNERS FAST!

MURA NA, MAY BAWAS PA!
PRICE NEGOTIABLE

2010 AUTOMATED ELECTION

(SPECIAL MID-DAY SEMINAR IN PREPARATION FOR THE 2010 ELECTION)

PLUS ACTUAL PERSONNEL COUNT OPTICAL SCAN (PCOS) MACHINE DEMO

INTENDED FOR: ELECTION LAWYERS, CANDIDATES, INCUMBENT OFFICIALS, CAMPAIGN MANAGERS & POLITICAL/PARTY-LIST LEADERS/COORDINATORS/ ORGANIZERS/POLL WATCHERS, LAW STUDENTS

MARCH 15, 2010 – 9:00am – 6:00pm
APRIL 12, 2010 – 9:00am – 6:00pm

Lecturers:

COMM. RENE V. SARMIENTO ATTY. LUIE TIU F. GULA
Comelec Commissioner, COMELEC Election Lawyer

DIR. FERDINAND T. BALAHAN
Director IV, Law Department, COMELEC

Venue: EDSA SHANGRI-LA PLAZA HOTEL, Mandaluyong City

Seminar Fee: Php5,500.00 – Early Bird Fee for participants who PAY on or before March 5, 2010

Regular/Onsite Fee: Php6,500.00

Inclusions: Buffet Lunch, AM/PM Snack, Seminar Kit & Certificate of Attendance (MCLE Accredited for Lawyers)

Sponsored by: ChanRobles Law Net, Inc.

REGISTER ONLINE at www.chanrobleslawnet.com

SEIKO

DEDICATED TO PERFECTION

SPORTURA. As the evolution of the sports chronograph, SPORTURA has always sought to challenge the limits. With a 10 hour chronograph, split-time capability, a 24 hour hand and a 5 year battery life, this new SPORTURA chronograph for women sets a new standard of long-lasting performance. And, with 10 diamonds, a sapphire crystal and an ornamental leather strap, its elegance will also endure wherever the road leads you. seikowatches.com

THE BEST SERVICE FOR SEIKO & ALBA WATCHES AT THESE SEIKO BOUTIQUES

ALBA

Available at any SEIKO BOUTIQUE and authorized dealers nationwide

Anything that flies found at hot-air balloon fest

By Charlene Gaydoyk
Inquirer Central Luzon

CLARK FREEPORT—ANYTHING THAT could fly was here.

Here, but air balloons and military aircraft competed with remote-controlled toy aircraft, skydivers, paragliders and private planes and helicopters as they circled the sky at the 15th Philippine International Hot Air Balloon Fiesta on Friday.

Local and foreign tourists flocked to the Philippine Air Force complex as early as 4 a.m. to watch participants prep their air (or hot-) joint balloons until there floated to the sky.

The horizon was filled with 32 balloons from countries such as Norway, Sweden, Belgium, Switzerland and Germany.

Some balloons have human faces. Others were shaped like animals.

Later in the morning, curious fans lined up to ask family photos alongside aviation equipment that were on display.

Capt. Jon Ros, president of the Philippine International Hot Air Balloon Fiesta Foundation, said 15,000 tourists came to watch the balloons.

"Over the weekend, we're expecting at least 80,000 guests from across the country," he said.

"We desired to re-hosted by Clark Development Corp., Clark International Airport Corp. and Air PNP.

Jaime Duarte, 11, said he was amazed by an ultra-light plane that could fly as high as 500 feet. "I have never seen one made of aviation cloth that could fly like big jets. I wish to have one someday," he said.

It was the first hot air balloon show for 5-year-old Cassandra Kimberly Salaman. She said, "I have never seen a balloon as big and as colorful like this one they have here."

Like Salaman, it was also the first time of Tom Noelle, an American, to see the festival though he has lived for 40 years in Clark.

"The balloons were beautiful and different. I was amazed by their different shapes," he said.

A TURTLE hot-air balloon with an inquisitive human faces on the first day of the 15th Hot Air Balloon Festival at Clark Field Feb. 11.

Joint Foreign Chambers of the Philippines

February 15, 2010

Consistency, Predictability, Fairness, Due Process and No Retroactive Changes

The Joint Foreign Chambers (JFC) represent a substantial share of investors operating in the Philippines and are almost always the first point of contact of new investors. In our efforts to achieve a level playing field for investors and continue to bring new investors to the country, especially in manufacturing, we are watching the dispute between government agencies and Pilipinas Shell with deep concern – for three reasons:

1. Double taxation, taxing both intermediates and the final product, undermines the JFC's efforts to encourage manufacturing investments in the Philippines. Double taxation favors trading over manufacturing which cannot be in the interest of Philippine economic policy makers. We suggest that this policy be urgently addressed as it is detrimental to the vision of growth in manufacturing.

2. While we understand that government may have to change rules and regulations, we have always reiterated that the following principles are important for business:

   a. consistency
   b. predictability
   c. fairness
   d. due process
   e. no retroactive changes.

   Given the Shell / BIR / BOC debate, some of these principles are severely compromised and will discourage future investments. Again we request government to review this case in this light.

3. The JFC members are concerned about the heavy hand of government in this case, threatening to confiscate future shipments, endangering the supply of vital products to the economy, on the basis of retroactive changes in government regulations. In our view, government should also review this part of the BIR/BOC/Shell issue.

The JFC organizations and their members trust that this severe issue - affecting the environment in which business is done in this country – can be resolved fairly.

Again we request government to review policies in the light of the above.

Sincerely yours,

American Chamber of Commerce of the Philippines, Inc.

Australian-New Zealand Chamber of Commerce of the Philippines, Inc.

Canadian Chamber of Commerce of the Philippines, Inc.

European Chamber of Commerce of the Philippines, Inc.

Japanese Chamber of Commerce & Industry of the Philippines, Inc.

Korean Chamber of Commerce of the Philippines, Inc.

Philippine Association of Multinational Companies Regional Headquarters, Inc.

Mendoza asks SC to cancel Comelec resolution

HEART'S DAY MEAL
Seven children, elementary school students and soldiers eat their lunch ala "bundle fight" (a military colonel word for sharing meals) during a Valentine's Day program at the Eastern Mindanao command in Camp Panacan, Davao City

By Norman Bordadora

(UPDATED) BULACAN GOVERNOR JOSELITO Mendoza has asked the Supreme Court to nullify and stop the implementation of the Commission on Elections resolutions declaring his political foe Roberto Pagdanganan as the winner of the 2007 gubernatorial elections in Bulacan.

In a 109-page petition before the tribunal, Mendoza also asked the high court to order Pagdanganan to cease and desist from assuming and performing functions as Bulacan governor if he manages to take over before the issuance of a TRO.

Mendoza is questioning the annulment of more than 20,000 votes in his favor during the recount made on the basis of the election protest Pagdanganan filed following the 2007 elections.

Mendoza was declared the winner and was proclaimed Bulacan governor in 2007 after he won over Pagdanganan with a margin of more than 15,000 votes. He was credited with 361,450 votes as against Pagdanganan's 346,034.

"A resolution promulgated in this manner is a nullity. It cannot be a source of a legitimate assumption into office," said Mendoza's petition prepared by lawyers Roger Brillo and John Aude Jones of the Brillo Law Office.

"Hence, these resolutions violated the constitutionally guaranteed rights of 20,000 voters by nullifying the votes that they have cast in favor of the petitioner without factual and legal basis," the petition added.

Aside from questioning the basis for the invalidation of the votes in the favor, Mendoza cast doubts on the validity of the Comelec en banc's affirmation of the Second Division's earlier resolution declaring Pagdanganan the winner.

Mendoza said only three of the six Comelec commissioners convened in the finding of the Second Division. Three didn't take part while one abstained. The majority would have been four commissioners.

"It is patent abuse of its discretion manifesting an exercise of a power/duty expressly by law, herein public respondent pushed through with the issuance of the resolution even without the required majority vote and without conducting any rehearing as required by its own Rules of Procedure," the petition said.

It added that the Supreme Court in the case of Julmar vs Comelec in 2006 limited the commission for grave abuse of discretion when it failed to conduct a rehearing of the case as required by its own rules when the desired majority was not reached.

Mendoza said the Comelec also abused its discretion when it issued the resolution as immediately executory. He added that he received an notice of promulgation when the resolution was issued.

"The Resolution was made immediately executory despite the fact that the case is an ordinary election protest action which per Rule 18, Section 13 only becomes final and executory after 30 days from its promulgation," the petition said.

"These are serious infringements by the public respondent of their own Rules of Procedure which renders the assailed resolution null and void," it added.

Visayas to suffer from rotating brownouts

By Nestor F. Burgos Jr.
Inquirer Visayas

ILOILO CITY—THE HARMA HILL GEOthermal plant supplying the Visayas grid.

The National Grid Corp. of the Philippines (NGCP) said that as of Feb. 10, only Unit 2 of the Mahanagdong geothermal plant in Leyte with a capacity of 60 megawatts had resumed operations.

The plant's 60-MW Unit 1 was still undergoing maintenance, according to Belinda Seiza-Cunhac, NGCP corporate communications officer for the Visayas.

The 110-MW plant underwent preventive maintenance starting Jan. 20 and was set to resume full operation this week.

The power supply of the Visayas grid also dropped because of the shutting down of the 50-MW Cebu Thermal Power Plant 1 (CTPP1) also for preventive maintenance.

The CTPP1 is supposed to be operational by Feb. 25, according to Cunhac.

Power distributors have resorted to load shedding on a rotational basis to their service areas because of the insufficient supply said engineer Wilfredo Ribena, general manager of the Iloilo Electric Cooperative 1 and spokesperson of the Negros-Guimaras Power Supply Consortium.

Ribena said hour-long brownouts have hit areas during peak hours between 5:30 p.m. to 11 p.m. after they reduced supply also notably among their majority residents. A feeder covers from one to several towns.

Even before the preventive maintenance of the power plants, the Visayas has been suffering from power shortages especially when the geothermal power plants in Leyte, where the Visayas grid gets the bulk of its power supply, or the transmission lines connecting the grid malfunctioned.

The energy industry stakeholders in the Visayas have been pushing for the fast-tracking of the construction of power plants in the Visayas especially in Western Visayas, the tail-end of the power grid, to stabilize the energy supply.

InFocus

SHOW! Don't Tell.

P24,990

X16

5 1

X-ray machines alarm residents

WE HAVE NOMINATED OUR GSIS SCHOLAR.

HAVE YOU?

GSIS

Ex-justice backs GMA

By [illegible]

(conflicts to say, especially those of the Chief Justice and justices of the Supreme Court) is not covered by the ban on midnight appointments," Maambong said in a submission to the Judicial and Bar Council (JBC).

The JBC is tasked with submitting a list of nominees from which the President may choose to fill a vacancy in the judiciary.

But Sec. Jose Casimiro of the Arroyo law school said a member of the 1986 Constitutional Commission that the ban on "midnight appointments" under Article Seven of the Constitution refers only to positions in the executive department," Maambong said.

Maambong said Article 8 of the Constitution, which refers to the judiciary, did not contain a prohibition on the President appointing members of the judiciary in the last months of his or her term.

"The reason is simple: the Constitution recognizes the judiciary as a separate and independent branch of government. The prescription applicable to one is not applicable to the other," he told the JBC.

The JBC has decided to start the nomination process for the post of Ruiz, who will retire on May 17.

The JBC, however, deferred its decision to submit the list of at least three nominees to Mr. Arroyo because of the controversy on whether the ban will appoint the next Chief Justice because of the constitutional ban. The JBC invited legal experts and constitutionalists like Maambong to submit their views on the matter.

He said it was illogical to claim that the constitutional ban on midnight appointments that pertained to the executive department could be made to apply to the judiciary.

"[No] one can prevent her from doing so," Maambong said. "The fact is that there is no prohibition against it in the Constitution, as certain quarters are falsely trying to make us believe."

Aquino, Villar shift focus to votes of the poor

By [illegible]

is that Villar made a remarkable leap-frog, gaining 12 percentage points from the December 2009 survey while Aquino declined by 8 percentage points. The survey marked the turning point of the competition of Villar and the decline of Aquino.

Less obvious but as important is the erosion that while Aquino's rating was falling, that of his running mate, Sen. Manuel "Mar" Roxas II, was rising.

What's turning out is that the race is no longer what it had appeared to be—a two-part[illegible] between Aquino's Liberal Party (LP) and Villar's Nacionalista Party (NP). The race appears to be narrowing to a fight between Aquino and Villar, as the race of the aspirants have fallen behind.

For example, ex-President Joseph Estrada was struggling at 12 percent and Gilbert Teodoro Jr., candidate of the administration's ruling coalition Lakas-Kampi-CMD, at 5 percent. The ratings of the rest are statistically insignificant.

Meaning as Aquino building up lame-duck Aquino, the surveys show the reliability of ties in the presidential race, where changes in the lead would be expected in the next couple of weeks.

In the Jan. 11-24 survey of Social Weather Stations, Aquino was the preferred choice of 41 percent, down from 49 percent in the Dec. 27-28 survey and from 46 percent in the Dec. 5-10 poll. Villar gained 2 percentage points from last December to 28 percent, and 6 percentage points from early December.

Is LP switching horses?

In the vice presidential race, the same survey found 49 percent of the respondents said they would vote for Roxas, pulling him far ahead of his rivals—Sen. Loren Legarda, Villar's running mate, at 28 percent, down 4 percentage points, followed by Makati Mayor Jejomar Binay, Estrada's running mate, at 16 percent, up 6 percentage points.

Among the contenders, it is only the LP ticket which its presidential and vice presidential candidates are party mates running on the principle of unity. Pre-election hedges that Binay abandoned his original plan to run for president to make way for Aquino, who was thought to be a stronger candidate for president after the surveys showed that Binay was losing poorly.

One question arises: Is Roxas' survey ratings a key to Villar's pulling ahead of Aquino? There are suggestions that the LP switched horses in the vice presidential race at this crucial moment.

These suggestions are misleading on two grounds. Nothing can be more foolish for the LP leadership than to be misleading on its ticket. There is said Aquino are supposed to fill each other and reinforce each other's weaknesses.

The surveys, showing an impasse, point to the volatility of the campaign until the actual—I am referring to social classes where Aquino and Villar are going to battle to win votes to swing the election's outcome.

They are also trying to win undecided voters which increased from 1 percent in late December to 2 percent. They are shifting the focus of competition to the votes of the poor, the most numerous among all the socio-economic classes.

Courting the poor

According to the Pulse Asia survey, Aquino won the top choice among the ABC classes, the rich and middle class with 37 percent against Villar's 22 percent, and D, the lower middle class, with 44 percent for Aquino against Villar's 33 percent. Villar led in the E class, the poorest, 39 percent against Aquino's 31 percent. This category makes up the most numerous class.

According to my colleague Manuel Quezon III, Villar posted enormous success one advantage of Villar's Classes D and E. In 2009, he had 1,718 TV ads.

In the first week of January alone, he had 206 spots. In 2009, he is conservatively estimated to have spent 19.68 million, and during the first week of January about 978 million and P246 million for the whole month.

A report by Market Media Research on advertising placement ranked Villar No. 14 among top 20 national advertisers [in print and broadcast], for October-December 2009. Most were big commercial houses. Villar was the only individual on the list. he is a politician.

Rich vs poor

In these three months alone, Villar spent 19.68 million, a far cry from the P60 million he had spent in previous years. The amount represents an increase of 163 percent in ad spending, the highest increase among the top 20 advertisers. The Aquino camp ordered Villar's camp to ratchet up its blanket advertising coverage.

Class war, or rich vs poor, is not a salient election issue. Villar has preempted the class issue from Estrada, who has claimed he is the champion of the masses. His private history failed to make a dent on poverty despite his rhetoric. Villar's campaign depicts him as a poor boy who rose from humble origins to become a successful businessman and a multimillionaire.

Villar contrasts his origin with those of Aquino, who belongs to a landed estate family, one of the wealthiest in the country. He poses as a model for the poor to rise above their poverty. How he would lift the numerous poor from their station in life or become successful entrepreneurs, he does not say.

Class warfare is not Villar's formula for social upward mobility. Of the poor, the spotlight is popular TV prime time shows, where he spends on advertising space, to programs that offer prizes, including houses in his real estate development projects and cash.

Whether the poor will bite these blandishments or whether their support will decide the outcome of this impasse over the survey ratings is a critical question in this election. For sure, their poverty is being manipulated to win votes.

FARES that will Tikoy your fancy!

Celebrate Chinese New Year with our Seat Sale!

DOMESTIC SEAT SALE

Sale Period: Feb. 10-15, 2010 • Travel Period: Mar. 1-31, 2010

₱588 Manila to Laoag or Tuguegarao; Cebu to Davao

Sale Period: Feb. 12-15, 2010 • Travel Period: Mar. 1-31, 2010

₱788 Cebu to Manila*, Bacolod, Butuan, Cagayan de Oro, Caticlan (Boracay)*, Clark, Dipolog, Dumaguete, General Santos, Iloilo, Legaspi, Ozamiz, Puerto Princesa, Siargao, Surigao, Tacloban or Zamboanga; Davao to Cagayan de Oro, Iloilo or Zamboanga

* Sale Period: Feb. 10-15, 2010

INTERNATIONAL SEAT SALE

Sale Period: Feb. 12-15, 2010
Travel Period: Apr. 1 - Jun. 30, 2010

₱1,499 Manila to Guangzhou

₱1,999 Manila to Incheon or Shanghai

₱2,999 Manila to Osaka

Sale Period: Feb. 10-15, 2010 • Travel Period: Mar. 1-31, 2010

₱1,499 Clark to Hong Kong

₱1,999 Manila or Cebu to Hong Kong

₱2,899 Manila or Cebu to Incheon; Cebu to Busan

FREE

Sale Period: Feb. 12-15, 2010

₱1,499 Cebu to Hong Kong or Singapore

Travel Period: May 1 - Jul. 31, 2010

₱1,999 Cebu to Busan or Incheon

Travel Period: Apr. 1 - Jul. 31, 2010

DOMESTIC

₱688 Manila to Naga or Virac

₱788 Manila to Coron (Busuanga) or San Jose (Mindoro)

₱888 Manila to Cauayan (Isabela)

₱988 Manila to Legaspi

₱1,088 Manila to Bacolod, Iloilo or Kalibo

₱1,188 Manila to Caticlan (Boracay)*, Catarman, Dumaguete, Roxas, Tacloban, Tagbilaran or Caticlan (Boracay)*

₱1,288 Manila to Puerto Princesa; Cebu to Kalibo

₱1,988 Manila to Butuan, Cagayan de Oro, Calbayog, Davao, Dipolog, General Santos, Ozamiz, Siargao*, Surigao*, or Zamboanga

INTERNATIONAL

₱1,399 Manila to Kota Kinabalu or Taipei

₱1,899 Manila to Ho Chi Minh; Clark to Macau or Singapore

₱2,399 Manila to Bangkok, Hong Kong, Macau or Singapore

₱2,899 Clark to Bangkok

₱3,399 Manila to Kuala Lumpur

₱3,899 Manila to Jakarta

Quoted fares are one-way. Limited availability. Fares are exclusive of government fees and taxes. Fares are non-refundable. Flight changes must be made more than 11 days before date of departure. Go Lite Fares are available upon booking for guests travelling without check-in baggage. Add ₱ 540 to fare upon booking if travelling with check-in baggage. Cebu Pacific reserves the right to modify the terms and conditions of this promo without prior notice. All fares subject to government taxes and fees. Seats are limited and on a first-come, first-served basis. Valid only for travel on Cebu Pacific flights. Other terms and conditions apply.

CEBU PACIFIC AIR.COM

BDO

Female detainees abused, mom told

From page A1

tion as "purely propaganda" aimed at discrediting the operation is carried out in Mindoro.

Lt. Col. Romeo Brawner Jr., spokesperson of the Armed Forces of the Philippines, said the detainees were being treated well.

"Female soldiers keep watch over female detainees while male soldiers are assigned solely to guard male detainees," he said.

Ofelia says her full consent for the buyout to discharge her daughter's name in this organization was not sought. She said June was sharing a cell with another female detainee on Saturday, the last time she saw her at the camp.

June, an employee of the Council for Health Development, a nongovernment organization, was among the 43 health workers, including two doctors, who were rounded up on Feb. 6.

A military and police team arrested the workers while they were attending a training seminar in Sitio Ilihan, Barangay Tawagan, Abra, on suspicion that they were communist rebels.

Of the 43, more than half are women.

Rights observed

Brawner said Maj. Gen. Jorge Segovia, chief of the 2nd Infantry Division, was personally supervising conditions inside the camp to ensure that the rights of the detainees were observed.

But Ofelia said her daughter's human rights were grossly violated. "She cried, but she said she was trying to be emotionally strong," she said.

Bebeto's daughter said June and her fellow health workers were "traumatized" by their ordeal at the hands of soldiers and military men.

Ofelia said she also worried that June, who has a "mild case of epilepsy," might have attacks while in detention. June is a widow and has a 5-year-old daughter.

Ofelia said her daughter had told her about her ordeal—including the sexual molestation—in whispers. This was because men military men stood nearby listening to on their conversation.

The visitors that day were given 30 minutes to see their detained loved ones, she said.

Ofelia and her mother, Rosario, sought the help of lawmaker Madrigal in bringing June and her co-health workers' case to higher authorities.

Madrigal, a Bulacan family friend, assured them of her full support. On Friday, the independent presidential candidate attended a hearing of the case in the Court of Appeals in Manila.

The Supreme Court has ordered the military to present the detainees to the Court of Appeals' First Division, but the military has yet to comply.

The AFP said it would present them to the court today. The Army's 2nd Infantry Division has put in place security plans for the transport of the suspected rebels from a detention facility in Tanay to Manila in coordination with other agencies, Brawner said.

"There is always the possibility of an ambush or rescue there," Brawner said, explaining that this was the major concern of the military when it decided not to present the detainees to the Court of Appeals on Friday.

Saying that the military was not trained to conduct interrogations, Sen. Rodolfo Biazon urged the AFP to turn over custody of the health workers to the police.

Biazon also called on the military to give to the police the supposed pieces of evidence it had against the health workers.

"If I were still in the military I would have issued them orders to the police for proper investigation and the proper filing of charges," said Biazon, a retired AFP chief of staff.

Biazon considered why the military was still holding the detainees.

Brawner said that based on the military's assessment, the 43 were suspected members of the New People's Army, the armed wing of the Communist Party of the Philippines, and would remain safe in detention at Camp Capinpin.

"They will not be mistreated as in another detention facility," he said.

Like martial law

Citing the case of the health workers, Madrigal said President Macapagal-Arroyo "has been ruling like (it was) martial law all over again."

Madrigal observed that "every one would not feel free to protest our civil liberties but to perpetuate the tyrannical desires of the tyrant administration."

With reports from Christine Avendaño and Nikko Dizon

TOSHIBA

Leading Innovation >>>

Windows®. Life without Walls™. Toshiba recommends Windows 7.

SATELLITE L830-P4010

P2,666.83

PORTÉGÉ M800

Feel the passion, enjoy the sensation.

The NEW PORTÉGÉ M800 is a touch of design genius that's light and ultraportable with a 13.3" High Definition LCD screen. It's elegance personified with fashionable mobility, easy usability and maximum performance with a stylish textured finish for a truly tactile experience.

PORTÉGÉ M800-S227(R/P)

P4,666.17

800-6525 www.pc.toshiba-asia.com

Talk 2 Toshiba Your toll-free call-back service for warranty and technical support OR call us at +65 6741 7777

No.1 in sales of notebook PCs in Japan (based on Retail Sales Tracking by GfK Japan, Jan - Dec. 2009)

25 YEARS

Toshiba Mobile Computing Partner

beyond freedom

NEW Intel CORE Faster. Smarter.

T06-4N0311 VGT

It's GMA, stupid

From page A1

The latest and after months obviously meant to refresh the Arroyo years in the run-up to the May 10 elections covered the economy, infrastructure, jobs, social development, peace and order, agriculture, energy, environment and digital infrastructure.

For example, the ads pointed out that while the gross domestic product averaged 3.3 percent during Gamaon Ramos's watch, 3.8 under Fidel Ramos, and 4.7 in the short-lived Joseph Estrada rule, it was 4.86 in 2001-2008 Arroyo years. Jobs generated totaled 14.2 million.

Average inflation rate was 5.37 percent, the lowest since 1960. Gross international reserves hit $35.45 billion in December 2009 against $15.06 billion at the close of 2000. Foreign debt in relation to GDP was 33.8% percent as of September last 2009 — a far cry from 67.4% percent in 2000. Credit ratings by Moody's and Standard and Poor's were both stable.

"Real numbers, better lives," the ads proclaimed. That they were true only in the seven months was not revealed. The only giveaway was the use of green type faces for the positive labels—the campaign color of former Defense Secretary Gilbert Teodoro, the administration's presidential candidate.

"I checked the jobs, wages, and industrial relations performance because these were in three of my previous lifes," for mer Labor Secretary Patricia Sto. Tomas said in her column in another newspaper. "They coincide. The fact is, we have moved forward."

Why so unpopular

If that is the case, why is this President so unpopular, much more so than say during Chief Executive, the dictator Ferdinand Marcos included, as borne out by every survey in recent years? How has she failed in the eyes of so many? Let us count the ways.

Ms Arroyo came to power in January 2001 following the ouster of Estrada in a sequel to the iconic 1986 People Power Revolution in 1986. The first epochal event in the history of recently a decade and a half of arrogant rule.

The replay—nothing more than an ion-and-on military coup—was triggered by moral indignation over the shameless corruption and bourgeois excesses of the scion turned politician. The televised proceedings showed he was up to his eyeballs in wine, women and wantons supposedly re-erected from "earning" collections and shady business deals.

Arroyo, his vice president, replaced him.

Both results, both peaceful, were led by Aquino, the revered Jaime Cardinal Sin, his priests and nuns and the cream of Manila's café society. But while the first folks revolt was widely accepted in the capital, the second was dismissed as nothing more than "mob rule" of the self-righteous that illustrated the country's fragile institutions.

Poor naeatha Arroy, impeached opponents of Estrada attacked Malacañang to demand his reinstatement. Four died and scores were injured in clashes with security.

In his first State of the Nation Address, Ms Arroyo sought to reassure the elite and the middle class that brought her to power and the poor that extolled against her the vowed "to raise the moral standard of government and society" as one of the pillars of her war against poverty.

Questionable mandate

With a questionable mandate, Ms Arroyo was dogged by a restive military. More than 300 mutineers, denouncing widespread corruption, seized the Oakwood Premier apartments in Makati City in 2003, demanding her resignation.

Despite a promise that she would not run for president, Ms Arroyo joined the contest in 2004, trumping another popular movie star, the late Fernando Poe Jr.

Like Estrada, "da King" appealed to the masses. He had little interest in debates, political visions, alternatives and strategies for governance in an era of globalization, international terrorism and dizzying advances in science and technology. But FPJ's popularity was the name of the game. He would ride on the reluctance of his fans.

La Gloria proved him wrong. She just ingnified controversies, scandals, botched elections, juicy tape tallies, unfavorable deals with campaign ads as the basis, untruth, and was.

The "Hello Garci" revelations in mid-2005 cast doubts on the legitimacy of her election. Widespread cynicism and hostility personified between Mr Arroyo and Election Commissioner Virgilio Garcillano showed she rode the balloting opponents charged. She denied any wrongdoing, but apologized to the nation for "lapses in judgment."

Her Cabinet accessories resigned in a failed bid to generate mass distortions.

Survival at all cost

Renata "Dinky" Seliman, former secretary of the Department of Social Welfare and Development (DSWD), recalled a Cabinet meeting in a "crisis mode" after the Garci scandal, where the President "was practically told that "the framework of government now was minimal security."

"Let's bring out the heroes, but we give money to the DSWD so that the poor will always be with us," Seliman quoted the President as saying then.

"I remember saying that it is the right of the poor to be served by us," she said. "Some one said in the Cabinet, it is pathetic survival at all cost now. Dinky, we are dine's think that we may have to give up some of the pillars of her war against poverty.

Questionable mandate

Despite a promise that she would not run for president, Ms Arroyo joined the contest in 2004, trumping another popular movie star, the late Fernando Poe Jr.

Like Estrada, "da King" appealed to the masses. He had little interest in debates, political visions, alternatives and strategies for governance in an era of globalization, international terrorism and dizzying advances in science and technology. But FPJ's popularity was the name of the game. He would ride on the reluctance of his fans.

La Gloria proved him wrong. She just ingnified controversies, scandals, botched elections, juicy tape tallies, unfavorable deals with campaign ads as the basis, untruth, and was.

The "Hello Garci" revelations in mid-2005 cast doubts on the legitimacy of her election. Widespread cynicism and hostility personified between Mr Arroyo and Election Commissioner Virgilio Garcillano showed she rode the balloting opponents charged. She denied any wrongdoing, but apologized to the nation for "lapses in judgment."

Her Cabinet accessories resigned in a failed bid to generate mass distortions.

Survival at all cost

Renata "Dinky" Seliman, former secretary of the Department of Social Welfare and Development (DSWD), recalled a Cabinet meeting in a "crisis mode" after the Garci scandal, where the President "was practically told that "the framework of government now was minimal security."

"Let's bring out the heroes, but we give money to the DSWD so that the poor will always be with us," Seliman quoted the President as saying then.

"I remember saying that it is the right of the poor to be served by us," she said. "Someone said in the Cabinet, it is pathetic survival at all cost now, Dinky, we are dine's think that we may have to give up some of the pillars of her war against poverty.

Questionable mandate

Despite a promise that she would not run for president, Ms Arroyo joined the contest in 2004, trumping another popular movie star, the late Fernando Poe Jr.

Like Estrada, "da King" appealed to the masses. He had little interest in debates, political visions, alternatives and strategies for governance in an era of globalization, international terrorism and dizzying advances in science and technology. But FPJ's popularity was the name of the game. He would ride on the reluctance of his fans.

La Gloria proved him wrong. She just ingnified controversies, scandals, botched elections, juicy tape tallies, unfavorable deals with campaign ads as the basis, untruth, and was.

The "Hello Garci" revelations in mid-2005 cast doubts on the legitimacy of her election. Widespread cynicism and hostility personified between Mr Arroyo and Election Commissioner Virgilio Garcillano showed she rode the balloting opponents charged. She denied any wrongdoing, but apologized to the nation for "lapses in judgment."

Her Cabinet accessories resigned in a failed bid to generate mass distortions.

Survival at all cost

Renata "Dinky" Seliman, former secretary of the Department of Social Welfare and Development (DSWD), recalled a Cabinet meeting in a "crisis mode" after the Garci scandal, where the President "was practically told that "the framework of government now was minimal security."

"Let's bring out the heroes, but we give money to the DSWD so that the poor will always be with us," Seliman quoted the President as saying then.

"I remember saying that it is the right of the poor to be served by us," she said. "Someone said in the Cabinet, it is pathetic survival at all cost now, Dinky, we are dine's think that we may have to give up some of the pillars of her war against poverty.

SUSHING GOUR Arroyo looks at left today than we were as the start of the new millennium under Sha'is Macapagal-Arroyo? Has her stance through the heat of virtue, or was it the worst of times? Are we still going in between, or are we all going the other way?

Survival at all cost

Renata "Dinky" Seliman, former secretary of the Department of Social Welfare and Development (DSWD), recalled a Cabinet meeting in a "crisis mode" after the Garci scandal, where the President "was practically told that "the framework of government now was minimal security."

"Let's bring out the heroes, but we give money to the DSWD so that the poor will always be with us," Seliman quoted the President as saying then.

"I remember saying that it is the right of the poor to be served by us," she said. "Someone said in the Cabinet, it is pathetic survival at all cost now, Dinky, we are dine's think that we may have to give up some of the pillars of her war against poverty.

Questionable mandate

Despite a promise that she would not run for president, Ms Arroyo joined the contest in 2004, trumping another popular movie star, the late Fernando Poe Jr.

Like Estrada, "da King" appealed to the masses. He had little interest in debates, political visions, alternatives and strategies for governance in an era of globalization, international terrorism and dizzying advances in science and technology. But FPJ's popularity was the name of the game. He would ride on the reluctance of his fans.

La Gloria proved him wrong. She just ingnified controversies, scandals, botched elections, juicy tape tallies, unfavorable deals with campaign ads as the basis, untruth, and was.

The "Hello Garci" revelations in mid-2005 cast doubts on the legitimacy of her election. Widespread cynicism and hostility personified between Mr Arroyo and Election Commissioner Virgilio Garcillano showed she rode the balloting opponents charged. She denied any wrongdoing, but apologized to the nation for "lapses in judgment."

Her Cabinet accessories resigned in a failed bid to generate mass distortions.

Survival at all cost

Renata "Dinky" Seliman, former secretary of the Department of Social Welfare and Development (DSWD), recalled a Cabinet meeting in a "crisis mode" after the Garci scandal, where the President "was practically told that "the framework of government now was minimal security."

"Let's bring out the heroes, but we give money to the DSWD so that the poor will always be with us," Seliman quoted the President as saying then.

"I remember saying that it is the right of the poor to be served by us," she said. "Someone said in the Cabinet, it is pathetic survival at all cost now, Dinky, we are dine's think that we may have to give up some of the pillars of her war against poverty.

Campaigners tap 'Avatar' technology

From page A1

tion tools of the digital age are radically transforming the methods of the traditional president.

Facebook, Twitter and texters will soon be as commonplace as the computerized vote counting machines being set up for the elections in May.

That does not require many Filipinos to be tech-savvy, as, after the impeachment of President Joseph Estrada broke down in the Senate, thousands of protestors took to the streets within hours to mount a people power revolt attended by text messages. Estrada's government fell within days.

Technology has warped the speed of social and political change. Combined with television and the cell phone, the internet has granted wields immense influence over the mass media to reshape political and social institutions, permanently altering the way we live, work and govern ourselves.

The ability of the mass media to influence the overall political discourse—when it chooses to—has inspired political scientists to propose a Philippine version of the rigorous American presidential primary debates for our 2010 elections.

Presidential candidates are now entering television with commercials. They are becoming masters of the craft. It is just a short step away to losing them to participate in a give-telling series of nationally televised debates to discuss substantive issues—definitely a better alternative to buying expensive commercials.

Kennedy started it

Since the US presidential election of 1960, which John F. Kennedy won with his skillful use of television, the medium has emerged as the dominant political weapon of election campaigns.

No less profoundly, social networking tools like Facebook and Twitter have now leaped to empower a cultural and political phenomenon that is 2008 converged in the internet to sweep Obama to the White House.

The media are now able to compress time and distance to in the future while ordinary citizens can participate. They report events but they can also influence them. They write the first draft of history but they can also make history. They advise social revolutionaries but they can also trigger them.

Technology has become so pervasive it is fueling change all over the world—in tabloid upheavals, as well as peaceful revolutions.

People power USA

"The world now runs on Internet time," proclaimed level founder Andy Stern. And it will not be long before technology merges with the electrons of 2010 to radically alter the way we elect our presidents.

Armed with panoramic grit and the high-tech weapons of the social networking age, millions of young volunteers took the reins of power in Washington in November 2008 to a struggle that rewrote the book on how to win elections in the Internet age.

Obama turbocharged traditional campaign practices by adding layers of technology of the Internet. He showed how technology could be used effectively as a catalyst for change.

To use the language of the Internet age, the Obama campaign was "wired." Computers connected cell phones, PDAs and laptops into a social networking maze that could exchange information "at the speed of thought."

Silicon Valley nerds

The nerve center of this lightning-fast communication network was mybarackobama.com, which Silicon Valley nerds like had put together as a "virtual campaign." Both to give volunteers an array of options to participate in the campaign, from registering voters to starting their own "affinity groups."

Campaign workers could download apps to stay current, scroll through Obama's bio, or count a phone brigade to a Facebook organize ads. Users had a choice of 12 Obama ring tones that screamed "Yes We Can!" when people called.

The result was a flights de-centralized organization that operated from the bottom up and kept close to the voters. Reading the vote via new metrics, the campaign was able to target its campaign resources more precisely between the Arroyo and Election Commissioner Virgilio Garcillano showed she rode the balloting opponents charged. She denied any wrongdoing, but apologized to the nation for "lapses in judgment."

Her Cabinet accessories resigned in a failed bid to generate mass distortions.

Survival at all cost

Renata "Dinky" Seliman, former secretary of the Department of Social Welfare and Development (DSWD), recalled a Cabinet meeting in a "crisis mode" after the Garci scandal, where the President "was practically told that "the framework of government now was minimal security."

"Let's bring out the heroes, but we give money to the DSWD so that the poor will always be with us," Seliman quoted the President as saying then.

"I remember saying that it is the right of the poor to be served by us," she said. "Someone said in the Cabinet, it is pathetic survival at all cost now, Dinky, we are dine's think that we may have to give up some of the pillars of her war against poverty.

Questionable mandate

Despite a promise that she would not run for president, Ms Arroyo joined the contest in 2004, trumping another popular movie star, the late Fernando Poe Jr.

Like Estrada, "da King" appealed to the masses. He had little interest in debates, political visions, alternatives and strategies for governance in an era of globalization, international terrorism and dizzying advances in science and technology. But FPJ's popularity was the name of the game. He would ride on the reluctance of his fans.

La Gloria proved him wrong. She just ingnified controversies, scandals, botched elections, juicy tape tallies, unfavorable deals with campaign ads as the basis, untruth, and was.

The "Hello Garci" revelations in mid-2005 cast doubts on the legitimacy of her election. Widespread cynicism and hostility personified between Mr

Shell Eco-marathon
ASIA

Go Team Philippines!

A competition that is about distance, not speed.

Find us on Facebook

For more information, please visit
www.shell.com/eco-marathon
Shell Eco-marathon Asia shelleconmarathon.asia
or email eco.marathon.asia@shell.com.

Team Origin
Don Bosco Technical College

Team Website
Mapua Institute of Technology

UST Engineering Eco-marathon Team
University of Santo Tomas

All 27(?) UST (or the Team (mother, from L-R) Don Chito Vea UST, Mark Jason Pereda from Don Bosco and Jacob Rivera from Mapua

Mr. Ed Chua, Shell's country chairman talks about the pride they will bring to their country

Shell Eco-marathon Asia welcomes its first Philippine delegation

At a launch event in Makati City, Pilipinas Shell Petroleum Corporation (PSPC) introduced the first Philippines delegation to compete at the inaugural Shell Eco-marathon (SEM) Asia, in July 2010 in Kuala Lumpur, Malaysia.

Representing the country are engineering students from Don Bosco College, Mapua Institute of Technology and the University of Santo Tomas. They are among the 107 educational institutions from all over Asia to take part in the Shell Eco-marathon 2010.

SEM is Shell's flagship event championing fuel economy. It is about distance, not speed. The competition challenges student teams to design and build energy-efficient vehicles that travel the farthest distance using the least amount of fuel.

Shell has been running the SEM in Europe for 25 years, where the event has grown to include more than 200 teams, thousands of spectators and widespread media attention. In 2007, the event was brought to the Americas with much success. For the first time, Shell is bringing the competition to Asia, making this programme a true global initiative.

Open to high schools, colleges, universities and technical institutes, SEM challenges student teams to put their innovations to the test in two vehicle categories: Prototype - futuristic, streamlined vehicles focused on maximizing fuel efficiency through innovative design elements, and Urban Concept- focused on more roadworthy fuel-efficient vehicles.

For both categories, teams can use any of the following fuels to power their vehicles: Conventional fuels such as diesel, gasoline and LPG (liquefied petroleum gas) or alternative fuels such as fuels cells /hydrogen, bio-fuel, solar and gas-to-liquid.

All three Philippine teams are entering the Prototype Category. During the launch event at National Sports Grill, the students excitedly unveiled their design blueprints showcasing their technology, creativity and innovation.

"The Shell Eco-marathon is a platform for students to let their imaginations run wild. The concept is simple: to design and build from scratch, a vehicle that travels the farthest distance using the least amount of energy. It is Shell's contribution in encouraging the creativity and passion of the youth to help meet the energy challenge," Roberto Kanapi, PSPC Vice President for Communications said.

The Shell Eco-marathon Asia grand prize of US$1,500 will be awarded to teams in both the Prototype and Urban Concept categories for the vehicles that travel the farthest distance using the least amount of energy. There will also be off-track awards for safety, technical innovation, design and communications and marketing.

For life's great masters, only one address will do.

8

EIGHT FORBES TOWN ROAD

Golf View Residences

FRONTING MANILA GOLF & COUNTRY CLUB

PARADISE FOUND. IN THE HEART OF THE CITY.

NATURE Paradise

At Eight Forbes Town Road, you're the master of an oasis never before seen in the city. Here, the Manila golf course is so close, it's virtually your home's front lawn. Wake up to its beauty from your luxury suite. And feel that the stunning views extend to the seventh-level amenity deck, where an infinity pool looks out on the green. In this exclusive setting, there's more of nature to enjoy in the lush plants and flowers that surround you.

FUN Paradise

If you're up for some fun, leave our paradise and simply enter another. Ride the elevator to the podium. And explore the attractions of the two-level retail arcade. Once you step outside, there's more to see and do. Forbes Town Road thrills you with a medley of specialty shops, restaurants and cafés—and opens the door to brand-new adventures every single day.

Command all the pleasures of paradise from your rightful place at the top. Eight Forbes Town Road.

THE CHOICEST ATTRACTIONS:

- 53 stories above the Forbes Town Center, overlooking the Manila golf course
- Choice of one- to three-bedroom golf view residences
- Part-way-play amenities such as an infinity pool, a shallow pool with water jets, reflecting pool, pool deck, playground, outdoor spa, toddlers' pool, Tai Chi station, jogging path, covered walk with sitting areas, gym, lanai, clubrooms and function rooms at the seventh level
- Two-level retail arcade at the podium, and steps away from Forbes Town Road
- Mini-Mass location in the Residences Global City close to the Makati CBD

Visit us at the Forbes Town Center Showroom, 2nd Floor corner Track Drive, Fairview Park, Mindanao Avenue, Quezon City, Taguig, Metro Manila

Tels. 815-1888 • 816-2768 • 816-3517

A Joint Venture of

Bonifacio West

and

Megaworld Corporation

www.megaworldlifestyle.com

Aplus METRO
Gino Abalardo S. Ulanday

citydelivery
87878
www.citydelivery.ph

Ivler fit for discharge, say doctors

But NBI says road rage suspect will remain at hospital until court says so

By Nancy C. Carvajal and Jeannette I. Andrade

A HOSPITAL OFFICIAL YESTERDAY SAID THAT road rage suspect Jason Ivler was well enough to be discharged.

Ivler, however, should report to his doctors three to four times a week for the continuous monitoring of his wounds, Dr. Ser Serrano, administration officer of Quirino Memorial Medical Center (QMMC) in Quezon City, told the Inquirer.

Dennis said that Ivler's doctors have already given him a clean bill of health and declared him fit to go home.

"He is mobile and there are no more tubes connected to his body. However, his gunshot wounds should heal completely and he should always watch out for a possible infection," he added.

Ivler has been confined at the QMMC since Jan. 10 after he sustained two gunshot wounds in a shoot-out with National Bureau of Investigation (NBI) agents who were out to arrest him.

Ivler, who was charged with shooting and killing Renato Victor Tibadie Jr., the son of a Palace official, during a traffic altercation in Quezon City on Nov. 18.

But despite the clean bill of health given to him by his doctors, Ivler, according to the NBI, will remain at the hospital until the court hearing his case orders his transfer to a detention facility.

NBI deputy director for technical operations and lawyer Ruel Lasala told the Inquirer that the bureau would have to wait for the court to amend Ivler's bond before he is turned over to the custody of the Quezon City jail.

"It is up to the court to order his transfer even if the doctors at the hospital have cleared him," Lasala said.

Ivler's case is being heard by the Quezon City Regional Trial Court Branch 76 under Judge Alexander Balut.

Last month, Balut ordered Ivler's detention at the city jail upon his release from the hospital upon the NBI's request.

The NBI had asked the court not to turn over Ivler to the bureau's custody, citing security concerns.

However, the NBI will be responsible for securing and bringing Ivler to court for his arraignment in connection with Tibadie's death.

His arraignment has been scheduled at 2 p.m. tomorrow at the Quezon City Hall of Justice.

"Still, the court orders the transfer and makes to assess... of Ivler's health, and secu... my setup will remain. We will escort Ivler to his hearing," Lasala said.

Dennis, meanwhile, said that he and a medical team composed of three surgeons and an anesthesiologist would

VLOG A24

You're 25, you look 40, and you don't want to read this ad?

CTR™ is human hair.
845-0879
924-1894
All About Hair

Experience true Business Class travel that places the utmost regard for luxury, technology and safety. Presenting Ford's 2010 Business Class Rides - Ford Expedition Eddie Bauer, Ford Explorer Eddie Bauer and Ford E-150 Club Wagon.

Ford
Make Every Day Exciting
ford.com.ph

Cop, cohort get 30 years for killing 2 men

By DJ Yap

TWO MEN, INCLUDING A POLice officer, were each meted a 30-year jail sentence and ordered to pay almost P5 million in damages for the fatal shooting of two brothers over a road rage incident in Pasig City some 17 years ago.

Elmer Mojares and SPO1 Rizaldy delos Santos were found guilty of killing Leo Jonathan M. Cruz and his brother, Leonardo Valentin, and sentenced to reclusion perpetua which entails a minimum of 30 years in prison with no chance of parole.

In a decision promulgated on Feb. 1, Judge Silvanor A. Marcelo Jr. of the Pasig Regional Trial Court Branch 261 ordered the two to jointly pay the brothers' family P4.771 million in damages.

The interest represented the loss of income the victims' family suffered from their travelers, accounting in more than P2 million each, plus moral, exemplary and actual damages, as well as court indemnity. The Cruz family has been engaged in the real estate, construction and garment businesses.

The court also found Mojares's brother, Edward, guilty of being an accomplice to the crime and sentenced him to 12 to 14 years in prison.

Another accused, Gonzalo de Guzman Francisco, was acquitted of the charge for lack of evidence.

Another accused, Mario Ferreiros, remains at large.

Based on court records, the killings occurred Nov. 28, 1995 at the Mojares Compound in Barangay Caniogan when Mojares and Delos Santos, on board a Toyota Tamaraw, made a sudden turn and cut off Leonardo, who was riding a motorcycle.

At intersection, Elmer Mojares, who saw what happened from the second floor of his house, and there was a verbal exchange of words between the men before they left the area.

Then after 15 minutes, Mojares and Delos Santos came back with Mojares's brother, Edward. Also with them were Ferreiros and Francisco. Leonardo arrived later, this time on board a tricycle, with his brother.

Elmer said he saw the two groups converge. They trespassed into their house and then Mojares's group began firing at the two brothers with their handguns. He said he saw Mojares, Delos Santos and Ferreiros fire their guns toward the brothers, who were unarmed and defenseless, while the others in Mojares's group remained away.

A medico-legal examination later revealed that Leo Jonathan sustained 12 gunshot wounds all over his body while Leonardo suffered 22 gunshot wounds.

Metro Citizen's call

0918-8985566

Sleepless on 12th Street, New Manila

ATTENTION, Quezon City Jail. There is an ongoing construction at No. 13 in 12th Street in New Manila, Quezon City which is affecting us, the other residents of the street. Construction of the seven-floor dormitory which does not have a permit number posted at the site has been going on almost round the clock since Jan. 25. We have complained to barangay officials but to no avail. We have noticed that the people in charge of the project are making the construction. Only neighborhood is tightly maintained all other days' night limit. Someone please look into this.

Concerned residents, 12th Street, New Manila, Quezon City

Dark and dangerous Caloocan streets

THE STREETS in Caloocan City are full of potholes, over 4 kilometers. From before Tropical Storm "Gloria" struck Metro Manila, the city's roads were already dangerous, especially when it gets dark at night. I hope the streets can be fixed before the rainy season.

Maria, 28, Quezon City

U-turn slot, buses, jeeps blamed for heavy traffic on Buendia

THE U-TURN slot on Buendia near PT Barnum Center causes heavy traffic all day every day because buses and jeeps load and unload passengers from Domingo Simeon hill. Jeepneys from Burgos Street make it to go to the U-turn slot, thus resulting in heavy traffic which remains until noon as by a terminal no. 13 taxis and jeepneys stationed on a bottleneck restaurant. It is directly in front of the Pasay City police community precinct 2 and nobody is doing anything about it. Please call the attention of the Pasay Traffic Bureau.

Edna, 30, Makati City

Almost invisible concrete blocks on Ortigas Extension

SOMEBODY please check the concrete blocks on Ortigas Extension near Ever which are used as lane dividers. They can't be seen at night and are so dangerous. The same blocks are used in front of Ever Ortigas Extension and create a bottleneck. Traffic aides are always there but they don't do anything to ease traffic.

Maia, 37, Cainta

Businessmen take over public road

AT 10 AM to 2 PM most apprehensive people occupying half of D.S Bigornia southbound between 5th Avenue and Rizal Extension Street in Caloocan City. Some barangay officials are engaged in the grand and hand business, transforming sand from make into item during trucks. Another is selling construction parts and using part of the road as a warehouse. As a result, the four-lane highway has become a one-lane street and traffic in the area is heavy.

Robert, 48, Manila City

Contractor abandons drainage project

PAUMBONG PARK and the Mayor Jones Subway. The drainage project at Hagadorn corner Commonwealth avenue has been abandoned by the contractor. Traffic is now terrible here at Manila because of your unfinished project. Who is now in charge? Side activities is allowed to work or is road permits to at least 20 persons construction to make sure that remember? Now just 500 meters away is the direction of Mel Nonnes another contractor has dug up the road what is in good condition. Its

ATTENTION, COMELEC

Elvira, 45, of New Manila, Quezon City writes, "Calling the attention of Comelec: Isn't it basic (prohibited) to post campaign posters on the street, electric posts and trees? Di ba dapat sa (Shouldn't these be posted in) designated common poster areas? I took this picture on Feb. 11 in front of three campaign supporters and hundreds of a candidate on Alabama Street in New Manila. Cuello replied that they had nowhere else to post the posters."

Dirty, muddy road irks resident

ANG MARUMI sa daan, at yung sulaok dito sa may bukid ng kanilan ng iglesia ni Cristo. Aro tuloy, marumi at maputik po. Ang dami pong nagkasakit na dahil ng amoy at mosquito. May nagsabing siguro dahil malapit at mga bahay na basura sa walang sinol, kaya at may dumog dumog sa mga sakit. Sana po ay mapansin ng mga kinauukulan ito. Ang daan po ay nasa Brgy. Ilaya (malapit sa front of the iglesia ni Cristo church). It is muddy and full of potholes filled with water. There are also garbage and animal waste, especially carabao and garbage piled up at the walking street. In addition, there are shadow areas in a way the street is unsanitary and dark).

Alejandro Cortez, 36, Quezon City

PUJ drivers ignore sign

JEEPNEYS always stop the road from UP Teachers Village near Philcoa. They ignore the boat-no-unloading area sign.

Ariel Tenazas, 39, Diliman

Mandaluyong mayoral bet to be arraigned on drug raps today

MANDALUYONG MAYORAL candidate Alfred Albert Bunto is set to enter a plea of "guilty" or "not guilty" before a Pasig court today in charges that he tried to sell cocaine to undercover agents last month.

The arraignment of Bunto in connection with the complaints for violations of Sections 5 and 11 of Republic Act 9165, or the Comprehensive Dangerous Drugs Act, is scheduled at 8:30 a.m., a court staffer said.

The case is pending before Judge Abraham Borreros of the Pasig Regional Trial Court Branch 264.

Earlier, a prosecutor found cause to indict Bunto for allegedly trying to sell plastic sachets which contained a white crystalline substance to narcotics agents during a drug bust to a fast food restaurant on Jan. 29.

The substance later tested positive for cocaine.

The camp of Bunto, who is running under the Aksyon Demokratiko party against incumbent Mayor Benhur Abalos, has denied his involvement in the drug trade and suggested that the operation could just be a "setup" by his political opponents.

Although he remains detained at Mo cases is now building, the local Commission on Elections office said the 39-year-old Bunto was still free to campaign for mayor when the campaign period for local candidates begins next month.

"In fact as his candidacy is controversial, what is not there," Mandaluyong elections officer Romeo Alcaraz said in an outtalk interview.

DJ Yap

REPUBLIC OF THE PHILIPPINES
BUREAU OF LOCAL GOVERNMENT FINANCE
DEPARTMENT OF FINANCE
4th Floor BSFC Building, Bonifacio Drive corner ng Pilipinas Complex Roxas Boulevard, Manila 1004
Telefax Nos. 527-1799 | 527-2190
E-mail: blgf@blgf.gov.ph

INVITATION TO BID
Supply and Delivery of Utility Vehicles

1. The Bureau of Local Government Finance-Department of Finance (BLGF-DOF) now invites bids for the Supply and Delivery of thirteen (13) Units Utility Type Vehicles. Delivery of the goods is required within thirty (30) calendar days upon receipt of Notice to Proceed (NTP). Those interested and eligible bidder is advised to refer to the Bidding Documents, particularly in Section 9, Instructions to Bidders.
2. Bidding will be conducted through open competitive bidding procedures using a non-discretionary "pass/fail" criterion as specified in the Implementing Rules and Regulations (IRR) of the Republic Act (RA) 9184, otherwise known as the "Government Procurement Reform Act".
3. Interested Bidders may obtain further information from the BAC and inspect the Bidding Documents at the address given below from February 11 – March 14, 2013, 8:00 am – 5:00 pm.
4. A complete set of Bidding Documents may be purchased by interested Bidders from the address below and upon payment of a non-refundable fee in the amount of Php. 1,000.00 (excluding courier fee outside of Metro Manila). The method of payment will be in the form of cash. The Bidding Documents may be downloaded periodically by the prospective Bidders in authorized representatives.
5. The BLGF BAC will hold a Pre-Bid Conference open to all interested parties on February 26, 2013 at 2:00 pm at the BLGF Conference Room, 5th Floor, BSFC Bldg., BSP Complex, Roxas Blvd., Manila.
6. Bids must be delivered to the address below on or before March 15, 2013 at 2:00 pm. All bids must be accompanied by a bid security equivalent to two (2%) percent of the ABC in the form of Cash, Certified Check, Cashier's/Manager's Check, Bank Draft, Irrevocable Letter of Credit or Bank Guarantee. Late Bids shall not be accepted.
7. Bid opening shall be at March 15, 2013, 2:00 p.m. Bids will be opened in the presence of the Bidders' representatives who chooses to attend at the address below.
8. The BLGF-BAC reserves the right to accept or reject any Bid, to annul the bidding process, and to reject all Bids at any time prior to contract award, without thereby incurring any liability to the affected Bidder or Bidders.
10. The address referred to above is:

Bureau of Local Government Finance
Department of Finance (BLGF-DOF)
4th Floor, BSFC Bldg., BSP Complex, Roxas Blvd., Manila
Tel. No.: (632) 523-01-11 to 527-09-69
Fax No.: (632) 521-06-48

MA. PRISCILLA DEL V. MONTES
Executive Director

(PIN – February 5 & 11, 2013)

DID YOU KNOW

FORMER Sen. Claro M. Recto, after whom an avenue in Manila was named, was the last associate justice appointed by a US President to the Philippine Supreme Court.

Cont'l. Rotabolcots, Inquirer Research

PHILIPPINE PHILSTAR NEWS PUBLISHING CORPORATION

INVITATION TO BID
Bidding for the Procurement of Security Services CY 2013
INQ2013-001

The Philippine Star, Philippine Daily Inquirer, Philippine Star Group of Companies, Philippine Star Publishing House Inc., Philippine Star Printing Corporation, Philippine Star Pacific Publishing Corporation, Philippine Star Global Publishing Corporation, Philippine Star Global Publishing Corporation, Philippine Star Global

Tymoshenko to contest 'falsified' Ukraine poll

TYMOSHENKO

KIEV—EXHAUSTED CANDIDATE Yulia Tymoshenko on Saturday vowed to continue to count the results of Ukraine's presidential election vote by Viktor Yanukovych, raising the prospect of a crippling political crisis.

Tymoshenko defiantly refused to recognize the triumphant Yanukovych as president and said the 446, 7 presidential polls had been rigged by mass falsifications affecting over one million votes.

"The election in Ukraine was falsified," Tymoshenko, who is Ukraine's prime minister, said in a televised address to the nation.

"There no doubt—we won. I have taken the only decision possible, which is to ensure the results of this vote in court. I will defend our votes and I pose my choice with the support of legal arguments," said Tymoshenko.

The statement came Tymoshenko's first on the outcome of the election, which international observers and Western governments had hailed as fair and a milestone for democracy in the former Soviet Union.

According to preliminary results, Yanukovych won by a slim margin of some 3.5 percent or just under 800,000 votes, a much narrower difference than expected by many pollsters in the months see ex-premier in the end race.

Tymoshenko said that some observers from the intimidate security group, the Organization for Security and Cooperation in Europe, had said they were prepared to declare in the events that there had been "systematic fraud" in the election.

However, the report of international observers, who included the OSCE, had given the election a clean bill of health.

Western leaders, including US President Barack Obama and Russian President Nicolas Sarkozy have already congratulated Yanukovych on his election win.

But Tymoshenko said: "Yanukovych is not our president. He will never become a legitimately elected president of Ukraine under any circumstances." Tymoshenko vowed she would not organize a repeat of the mass protests seen in the 2004 Orange Revolution or Kiev's Independence Square, known locally as the Maidan, in which she played a leading role.

"I will not organize a Maidan and will not allow clashes...Ukraine needs stability and calm more than ever." The 2004 polls were initially won by Yanukovych but after the Orange uprising, the courts found his victory had been aided by mass overrigging and ordered a rerun that Yushchenko and the pro-Western Viktor Yushchenko.

Tymoshenko, famed for her golden late braid and exuberant style, had maintained an uncharacteristic silence after the election and disappeared from public view for more than three days.

But she said her legal team had spent "days and nights" analyzing the results. AFP

Greenland ice loss caused by warming seas, studies find

GREENLAND'S CONTINENT sized ice sheet is being significantly eroded by winds and currents that drive warmer water into fjords, where it carves out the base of coastal glaciers, according to studies released on Sunday.

The key manufacturing step Greenland holds enough water to boost global sea levels by 7 meters (23 feet), potentially drowning low-lying coastal cities and islands around the world.

At present, the ocean's warmth is rising at around 3 million kilometers (0.12 inches) per year, a figure that compares with 1.6 mm (0.07 inches) annually in the early 1960s.

But Greenland's contribution has more than doubled in the past decade, and scientists suspect climate change is largely to blame, although exactly how this is occurring is largely debated.

Some theories point to air temperatures, which are rising faster in the northern latitudes than the global average.

A third idea is that shifting currents and subtropical ocean masses around the arctic are receiving the foundation of coastal glaciers, accelerating their slide into the sea, especially those inside Greenland's many fjords.

Until now, however, these studies have been mainly based on mathematical models rather than observation.

A team of scientists led by Fiammetta Straneo of Woods Hole Oceanographic Institution in Massachusetts set out to help fill the data void.

Working off of a ship in July and September 2008, the researchers took detailed measurements of the warm properties in the Sermilik fjord connecting Helheim Glacier to eastern Greenland with the ocean.

They found deep water streaming into the fjord was 3-4°C, warm enough to eat into the base of the glacier and hasten their plunge into the sea.

Moored instruments left in the fjord for eight months showed that winds aligned with the coastline played a crucial role in the inflow of these warmer waters.

"Our findings support increased submarine melting as a trigger for the glacier acceleration," Straneo added in a combination of atmospheric and oceanic changes in the likely driver," the researchers say.

In a separate field study, Eric Rignot of the Jet Propulsion Laboratory in Pasadena, California and colleagues tried to calculate the relative share of the causes of glacier loss.

Investigating the western side of Greenland, they took ocean measurements in August 2008 to three fjords at the base of four glaciers breaking off into the sea, a process known as calving.

Ocean melting, they found, accounted for between 25 and 75 percent of ice loss from the glacier base, with calving from the part of the iceberg exposed to air accounting for the rest.

Meanwhile, a study also published in the journal Nature Geoscience" warned that oceans could become more acidic faster than at any time over the last 65 million years.

Andy Ridgwell and Daniella Schmidt of the University of Bristol, western England, compared past and future changes to ocean acidity using computer simulations.

They found that the surface of the ocean is set to acidify even faster than it did during a well-documented episode of greenhouse warming 55.5 million years ago. AFP

Blast kills 9 in India, threatening Pakistan talks

NEW DELHI—A BOMB IN A crowded bakery popular with foreigners killed nine people and wounded 37 in western India, prompting a call by Hindu nationalists on Sunday to cancel peace talks with India's rival Pakistan.

The explosion, caused by a bomb left in an unattended bag, was the first major terrorist attack in India since the 2008 Mumbai massacre.

The blast on Saturday night ripped open the German bakery in the city of Pune, 200 kilometers southeast of Mumbai. Hindu members of Mossd and severed limbs littered the popular hangout, which is also close to a meditation retreat and a Jewish center officials say were previously targeted by a terrorist suspect were held in the United States.

"I came running in the bakery after hearing the explosion. I found people lying all over the place," said Abha Moss, who lives nearby.

Hindu nationalist leaders blamed the attack on Pakistan and demanded that India's government call off next week's official-level talks between the nuclear-armed neighbors.

One foreigner was among the dead, but his nationality was not immediately known, Home Secretary G.K. Pillai said, adding the three victims identified so far were Indians.

Pillai also said four Iranians, two Sudanese, one Taiwanese, one German and two Nepalese were among the wounded.

Six people died at the scene and three later succumbed to injuries at hospitals, he said. Of the 37 wounded, 29 were released from medical facilities.

Home Minister Palaniappan Chidambaram visited the bakery on Sunday and also visited the wounded in hospitals. He told reporters forensic experts were trying to determine what explosives were used and how the bomb was triggered.

Security forces were put on high alert on Sunday at airports, train stations and markets across the country.

The blast occurred at 7:00 p.m. on Saturday after one or two people acting as customers left a backpack with a bomb inside behind, officials said. AP

WORLDBRIEFS

Anti-Taliban offensive on track, say officials

MARJAH, Afghanistan—Nato commanders said the start of a major US-led offensive against a key Taliban stronghold in southern Afghanistan had been a success as the operation entered its second day on Sunday. US Marines led the charge on Marjah, a town of 80,000 in the central Helmand River valley controlled for years by militants and drug traffickers at the first major test of President Barack Obama's new surge policy. Some 15,000 US, British and Afghan soldiers also need the Helmand stronghold in Nato's biggest operation since overthrowing the Taliban regime in 2001. The battle for Marjah, an agricultural plain that is the source of most of the world's opium, is the first real test of the new US strategy, devised by Gen. Stanley McChrystal, commander of the foreign forces in Afghanistan. AFP

Thai blast raises jitters ahead of Thaksin case

BANGKOK—A bomb blast at a university and suspected explosives found at a court in Bangkok on Sunday raised jitters ahead of a court ruling later this month on the assets of former Thai Prime Minister Thaksin Shinawatra. Police said the blast around midnight in a university-sponsored less than 100 meters from Prime Minister Abhisit Vejjajiva's office damaged a bathroom but caused no casualties. "It is apparently an act for creating publicity. We will beef up security at government offices and I would like to reiterate that everyone should carry out activities within the limit of the law," Abhisit told reporters. Police confirmed off the compound of the Supreme Court in central Bangkok on Sunday after officials found a box suspected to contain heavy explosives. Thaksin's red-shirted supporters are gearing up for mass protests around the time of a scheduled Feb. 26 court ruling on whether his $2.2 billion in assets should be confiscated. Reuters

New turmoil in Pakistan over judge nominations

ISLAMABAD—Pakistan faced fresh turmoil on Sunday after President Asif Ali Zardari said the top judge slashed seven court appointments, threatening a showdown between the fragile government and judiciary. The crisis erupted when Zardari made two senior judicial appointments against the recommendations of Chief Justice Iftikhar Muhammad Chaudhry, prompting the Supreme Court to suspend the appointments Saturday. A statement from the bench after an unusual Sunday meeting concluded that Zardari's appointments appeared uncontitutional. The move sparked protests and, according to analysts, sets the stage for possible challenges to the president's rule. AFP

Education was also leveled by quake in Haiti

PORT-AU-PRINCE, Haiti—Haiti's best universities are in wreckage, their campuses reduced to jumbles of rubble, mangled desks and chairs, and burned coursework. Hundreds of professors and students were unhurt, although the exact number of dead is complicated by the fact that class lists and computer registries were also wiped out by the quake. At St. Jerôme Technical School, workers going through the wreckage with heavy machinery came across a classroom in which dead students were still at their desks. At Quisqueya University, much of the multimillion-dollar renovation work that had just been completed was shaken to ruins. The obliteration of higher education is expected to have long-standing effects on this devastated country, where even in the best of times, a tiny percentage of young people went on to college. WP

Burma frees top opposition figure after 7 years

BANGKOK—Burma's ruling junta released the deputy leader of the country's pro-democracy party from nearly seven years in detention, but showed no indication that he or still-detained party leader Aung San Suu Kyi are any closer to being released in time for this year's elections. He arrived Saturday of 82-year-old Tin Oo, who helped found the National League for Democracy with Suu Kyi, comes shortly before a 6th-anniversary in Burma, also known as Myanmar, to evaluate the regime's progress on human rights. "The release of Tin Oo is very welcome, but we should not attach any political significance to the release," said Mark Farmaner, director of the rights group Burma Campaign UK. "Burmese democracy activists are regularly released when the generals want to score points with the international community, and are then arrested again later." AP

The WORLD

Editor Lorenzo B. Gozco

Prof in shooting killed brother in 1986

HUNTSVILLE, ALABAMA—THE PROFESSOR ACCUSED OF killing three colleagues during a faculty meeting was a Harvard-educated neurobiologist, inventor and mother whose life had been marred by a violent episode in her distant past.

More than two decades ago, police said, Amy Bishop killed her teenage brother with a shotgun at their Massachusetts home in a shooting that investigators concluded was an accident.

Bishop had just left us a teacher at the University of Alabama in Huntsville when police said she opened fire with a handgun on Friday in a room filled with a dozen of her colleagues from the school's biology department.

Bishop, a new woman suspected in a workplace shooting, was to leave after this semester because she had been denied tenure. Police say she is 42, but the university's website lists her as 44.

Some here said she was quiet after being denied the job for life security of...

BISHOP in booking photograph

...tenured economist, and the husband of one victim said one of Bishop's students said they were told the shooting stemmed from the school's refusal to grant her such status.

Authorities have refused to discuss a motive, and school spokesperson Kay Garner said the faculty meeting wasn't called to discuss tenure.

William Graves, chairperson of the chemistry department at UBH, said Bishop was appealing the decision made last year.

"Politics and personalities" always play a role in the tenure process, he said. "In a close department, it's more so. If you have any bias within or biases personalities, it's a problem, and I'm thinking that certainly came into play here."

The three killed were Gopi K. Podila, the chairperson of the Department of Biological Sciences, and two other faculty members, Maria Ragland Davis and Adrel Johnson. The wounded were still recovering in hospitals early Saturday.

Two students of Bishop from students and colleagues were injured. Some saw a teenage woman who had difficulty relating to her students, while others described a witty, intelligent teacher.

However, it was unclear how many of her colleagues and students knew about a more tragic part of her past. Jimmy, the chemistry chairperson, said the university police chief said they weren't aware of her brother's death until they were asked by reporters on Saturday.

Bishop shot her brother Seth, an 18-year-old **accomplished** violinist, to the chest in 1986, said Paul Frazier, the police chief in Braintree, Massachusetts, where the shooting occurred.

The Norfolk County District Attorney's office released a 1987 report which details of their investigation, based on interviews with Amy Bishop and her parents concluding a cause except after the shooting. The report concluded Jack Bishop was killed by an "accidental discharge of a firearm."

Amy Bishop told investigators she was trying to learn how to use a shotgun that her father had purchased for protection in the home after a break-in. She said she did not know how to use the weapon and brought to demonstrate to the kitchen for help unloading it.

She said she was using it when "someone said something to her and she turned and the gun went off" while her brother was walking across the kitchen, according to the report.

She then ran out of the house with the weapon. When she talked to investigators 11 days after the shooting, she told them she could only remember hearing her mother scream and she didn't know the gunshot struck her brother until later. AP

Wall St. helped Europe to land deeper in debt

WALL STREET TACTICS AKIN TO THE ones that fostered subprime mortgages in America have worsened the financial crisis shaking Greece and undermining the euro by enabling European governments to hide their mounting debts.

As worries over Greece turn world markets, records and interviews show that with Wall Street's help, the nation engaged in a decade-long effort to skirt European debt limits. One deal crossed by Goldman Sachs helped obscure billions in debt from the budgets overseers in Brussels.

Even as the crisis was causing the Budapest, banks were searching for ways to help Greece **forestall the day of reckoning.** In early November—three months before Athens became the **epicenter of global financial anxiety,** a team from Goldman Sachs arrived in the ancient city with a very modern proposition for a government struggling to pay its bills, according to two people who were briefed on the meeting.

The bankers, led by Goldman's president, Gary D. Cohn, briefed a financing instrument that would have pushed debt from Greece's health-care system far into the future, much as when strapped homeowners take out second mortgages to pay off their credit cards.

It had worked before. In 2001, just after Greece was admitted to Europe's monetary union, Goldman helped the government quietly borrow billions of dollars, people familiar with the transaction said. That deal, hidden from public view because it was treated as a currency trade rather than a loan, helped Athens to meet Europe's deficit rules while continuing to spend beyond its means.

Athens passed on the latest Goldman proposal, but with finance growing under the weight of its debts and with its other neighbors vowing to some rein in, the deals over the last decade are raising questions about Wall Street's role in the world's latest financial drama.

At elsewhere, financial deal-makers played a role in the run-up of Greek debt.

In dozens of deals across the continent, banks provided cash upfront in return for government payments in the future, with those billions then left off the books. Greece, for example, traded away the rights to airport fees and lottery proceeds in years to come.

Critics say that such deals, because they are not recorded as loans, enabled investors and regulators about the depth of a country's liabilities.

The crisis in Greece poses the most significant challenge yet to Europe's common currency, the euro, and the continent's goal of economic unity. A default would reverberate around the globe. AFP

WHAT'S INSIDE

■ **Donaire** halts Vargas in 3rd /A30

Editor Tobbnic S. Melendres
Assistant Editor Francis T.J. Ochoa

SPORTS

■ **Nate** collars third, final 'slam' title /A32

TEXT ABROAD FOR ONLY P2!

Text for only P2/international text to:
U.S. (Guam), Canada, Singapore, U.A.E., Hong Kong, Malaysia, Macau, Japan, Qatar and Brunei.

Text 40 other countries for only P5/international text!

sun CELLULAR

Aces push Kings to cliff's edge

Alaska beats back Ginebra rally for 3-0

By Cedrik P. Tajon

ALASKA VIRTUALLY PREPARED BARANGAY GINEBRA FOR burial in the KFC-PBA Philippine Cup with a 91-80 decision and a commanding 3-0 lead in their best-of-seven semifinal series last night at the Araneta Coliseum.

The Aces snickered the Gin Kings' late uprising even without a single field goal in the last eight minutes, leaving coach Tim Cone unarmed of his team's ability to close out the series in Game 4.

"We kind of got lulled into sleep drinking that the game was over in the last eight minutes," Cone said.

"We know better. Ginebra doesn't quit. They made a tremendous comeback. Luckily we made stops in the end."

In total control in the first three quarters, the Aces looked to have wrapped up the victory in the 8:06 mark of the fourth period when Mark Barroca drove in the basket uncontested for an 88-63 spread.

The Gin Kings, egged on by the majority of the 19,000-strong crowd, mounted a roaring comeback that brought them within 88-80 on Cagulio's

MORE A2

HAIRLOSS S.O.S

My hairline is receding faster!

Save your hairline – only at Svenson.

The Solution: Revage® Hair Recovery. FDA-approved, this treatment shows an 87% success rate in stopping hairloss progression and a 38% or more increase in hair volume. It stops the hairline from receding, controls hair fall and boosts more hair production. The Result: A fuller, healthier hairline.

Choose not to be bald. Choose Svenson – the hairloss and scalp expert. Call now for a FREE private consultation.

Svenson call 892-HAIR (4247)

FREEMAN: Solid start, big finish

Game 2: Alas orders tighter Patriots defense

By Jeannine W. Flaya

THE PHILIPPINE PATRIOTS MAY BE blessed with sufficient firepower from Gabe Freeman and Jason Dixon, but coach Louie Alas isn't banking on their offense alone.

"Our job will be a lot easier if we can be consistent on the defensive end," said Alas.

The Patriots will return for a commanding 2-0 lead against hoisteame Jamie Mario Ildefonso when they clash again in the Asean Basketball League Finals on Wednesday night.

Game time is at 8 p.m. at the FIBOL Flying V Arena in San Juan.

Officials said most defense has been the priority in the last four days of workouts for the Patriots since Friday when they took Game 1 of the best-of-five title series, 79-68.

"I'm happy we won Game 1, but there are things that we need to improve on," said Harbour Centre CEO Mikee Romero, who watched the series opener with Patriots co-owner Tony Boy Cojuangco.

"Our defense was inconsistent, we need to correct it. If we play that kind of defense, we can't sweep them."

Freeman carried the Patriots on his back with a Fortress-style and-one point explosion finish for a league-high 39 points, surpassing the 33 set by Indonesia's Abe Herman last October.

Stotlessly imposing, Dixon registered his 14th double-double in the last 15 games with 13 points and 17 rebounds.

Santa Maria will host Game 3 on Feb. 21 in Jakarta. If necessary, Game 4 will still be in Jakarta on Feb. 24, and a deciding Game 5 will be in Manila on Feb. 26.

"Sometimes our players think if we are overseas we can cheat the refs," said Alas. "But the true barometers of the team is defense and I hope they will learn from our (Game 1) experience."

Donaire halts Vargas in 3rd

But Peñalosa drops split verdict

PHILIPPINE SUPERBOY: Nonito Donaire Jr. celebrates his win over Mexico's Manuel Vargas in yesterday's fight in Las Vegas. AP

LAS VEGAS—NONITO DONAIRE JR. knocked out late replacement Manuel Vargas in the third round Saturday (Sunday in Manila) to retain the World Boxing Association interim super flyweight championship at the Las Vegas Hilton.

With pound-for-pound king and seven-division champion Manny Pacquiao in attendance, the fighter known as "Filipino Flash" controlled the bout before flooring Vargas for good with a solid right uppercut at 2:22 in the third.

"It was a matter of relaxing and working my gameplan," said Donaire, the former world flyweight champion. "I went side to side, leading with the jab, then landed that hard uppercut."

Donaire had been scheduled to fight Cesareo Ramirez, who was found to have a detached retina during a pre-fight medical checkup.

"It didn't matter who I fought. I simply tuned in figure 8(to Vargas) too," Donaire said.

The Donaire-Vargas clash was the main event of the card billed Pinoy Power 3/Latin Fury and pitted top Filipino and Latin fighters.

On the undercard, World Boxing Organization bantamweight champion Fernando Montiel of Mexico knocked out Filipino Cle Mendez at 2:06 of the first round with two devastating shots to the midsection.

Mendez, who needed to shed off almost 6lb two days before the weigh-in, hit the canvas in pain and was unable to beat the count.

Eric Morel earned a split-decision victory against Donaire's compatriot and two-time world champion Gerry Peñalosa in a WBO interim bantamweight title fight.

Two of the three judges scored it 115-113 and 116-112 in favor of Morel. The third one saw it 115-113 for Peñalosa.

Bernabe Concepcion posted a unanimous decision win over Puerto Rican Mario Santiago, 98-91, 98-92, one 97-92.

A hard right from the 33-year-old Filipino, who improved his career record to 28-3-1, knocked down the Puerto Rican in round one.

Mark McGlynn scored the first victory for the Filipinos with a technical knockout of American Raymond Castro in the sixth round. McGlynn, 22, improved to 17-2 (13 KOs). AP

Tonyboy sees profitable ABL caging next season

By Cedrik F. Tupaz

COJUANCO

PHILIPPINE PATRIOTS co-owner Tony Boy Cojuangco is optimistic of the continued growth of the Asean Basketball League despite the birth pains of an independent season.

"Our target is the start of the season [over] when the tournaments, the other is to market the league, which I think we need to do a better job with next season," the Cojuangco scion told reporters Friday.

Cojuangco's assessment came after the Sta. Ursula took a 1-0 lead over trailblazer's Santa Maria Bricklayers in their ABL title series.

It was the first time Cojuangco graced an ABL game all season long and the victory registered what co-team owner Hilarie Romero of MacRoss Center had been telling him all along: that the Patriots are perhaps the strongest team in the league.

While the Patriots have enjoyed considerable success on the court, Cojuangco candidly admitted the league faced difficulty marketing its inaugural season.

He said the ABL's second season should give league officials a chance to apply what they learned from their experience.

"Everything was rushed this season and we weren't able to sell the league properly," he admitted. "There was a miscommunicating who would get the sponsors for the television coverage and for the teams. The ABL said they would get sponsors for TV and for the league, to commit once they didn't get enough, so we ended up scrambling for sponsors for TV.

"Next season, I think we would have enough time," he added. "Potential sponsors already saw the league and that increases our chances of bringing up our ad revenues."

SO: 3rd win in 5 games

Wesley scores again, shadows leaders

MOSCOW—FILIPINO GRANDmaster Wesley So banked out a third victory against Armenian 2201 Rinat Mkrtchyan in the fifth round of the ninth Aeroflot Open three championship at the Hotel Crowne Plaza Moscow Chess Complex on Saturday.

So, at 16 one of the youngest players in the tough, 80-player tournament, handled the dual-counterpoint black pieces with surprising maneuverability to outdraw the 39th-seeded Mkrtchyan in only 30 moves.

The Filipino champion gave up a rook for a bishop and two pawns in the 22nd move to gain strong attacking chances on the Armenian's uncastled king and went for the kill with a queen-rook-bishop assault.

So was threatening mate when Mkrtchyan capitulated.

The win—So's third against one draw and a loss—boosted the St. Francis College-Cavite student to a share of fourth to 11th places with 3.5 points.

In so just half a point behind Russian GM Boris Gelfand, who tilled compatriot GM Sanan Sjugirov in 33 moves, and Vietnamese GMs Le Quang Liem and Nguyen Ngoc Truong Son who halved the point in only 14.

The Filipino faces No. 24 seed GM Arman Shahkian of Armenia in the ninth round.

Bathlokan Bhi of 20471 pulled the rug from under top seed GM Maxime Bachar-Lagrave (Elo 2748) of France in the fifth round.

The only other Filipino player in the field, GM Darwin Laylo, took his fourth defeat in five matches, bowing to GM Josep Manu Martinez of Spain.

RUNNER'S TRAIL

2 champs to defend Yakult 10-Miler titles

DEFENDING CHAMPIONS Alvin Quiazo and Aileen Talentino will compete alongside members of the national pool in the 21st Yakult 10-Miler on March 7 at the CCP grounds in Pasay.

The countrysides 1st 10-mile (16-kilometer) race is sanctioned by the Philippine Amateur Track and Field Association.

In the 20th edition held in December 2009, 29-year-old Quiazo broke away to the final 500 meters to win in 52 minutes and 40 seconds.

Bernardo Demetrio, the 2008 winner, checked in five seconds behind while 2007 champion Constancio Sabal placed third.

Talentino had an easier time in the distaff side, crossing in 1:04:06 or a full two minutes ahead of Hazel Magsalay. They also placed 1-2 in 2007.

Registration is ongoing at the ground floor of the Shopes Municipal Building in Greenhills, San Juan, for a fee is P500.

The 3K and 5K side events are also on tap with children as to 12 years old eligible to join only in the 3K. They must also submit an NSO-certified birth certificate and school ID.

The race will reserve the multicolored side of Rizal Boulevard from U Bridge in Manila until the MIA Road in Pasay.

Yakult Philippines' Michael Ong said cash, trophies, medals and gift packs await the top finishers.

Ronnina L. Asuncion

Century Superbods Run features yoga, capoeira

RUNNERS MAKE THEIR WAY to SouthBay Global City store on Feb. 21 for the Century Tuna Superbods Run which is making about P100,000 in cash prizes.

Runners can elect to any of the four races—5K, 5K, 10K and 21K. Capoeira and yoga demo will be held after the finish.

The top male and female finishers in the 21K race will take home P40,000, second placers P20,000 and third P10,000.

Prizes for the top three in the 10K are P20,000, P10,000 and P5,000. The top finishers in the 5K get P10,000, P5,000 and P3,000, while those in the 3K get P6,000, P3,000 and P1,500.

Finishers will also have a chance to become the next Century Tuna image models.

Registration is open until today at Nike Park in Bonifacio High Street in Taguig and Second Wind Running Store in Quezon City and Ortigas.

"Century Tuna is taking a big leap to promoting health and wellness with the Superbods Run 2010, which aims to encourage more people to get into an active and healthy lifestyle," said Century Tuna senior brand manager Angelo Gandeza.

Ronnina L. Asuncion

Asiad berths for the very best

THE PHILIPPINE OLYMPIC COMMITTEE IS laying down a new criterion choosing athletes bound for this year's road to Guangzhou, China.

Asiad chief of mission Jose Romasanta said that a gold medal at the 2009 Southeast Asian Games is not enough for an athlete to land an automatic berth in the 16th Asiad.

"Even if one won a gold in the SEA Games but for added measurement does not appreciate the Asian Games level, that athlete won't qualify for the team," he said.

Nabasan, a former Cagayan Ako executive director, reminded that the POC will not discriminate against anybody.

"As long as the athlete reached minimum, he will be recommended as the team," he added.

"What we can determine right now are the members of the national training pool, not from the pool of athletes we will be able to select the best from the best."

* * *

Romasanta said that athletes bowing to controversials, disappointments and other sports-related events are not unsurmountable by either time or distances have been directed to submit their respective rules regarding their selection process in determining the competitiveness of each athlete.

In the 2006 Doha Asian Games, the Philippines bagged four gold medals, courtesy of billiards, wushu and boxing (3). For this year's Asiad, Philippine Sports Commissioner Jolly Gemilang expects a gold-medal haul of at least 10 golds.

The country's best performance in the Asiad happened in the 1954 Games, hosted by Manila, where the Filipinos won 16 medals, 14 of them gold, and in the 1958 Games in Tokyo where we captured 40 medals, including nine golds.

However, the Philippines garnered only 36 gold medals in the last eight Asiads spread over 32 years.

* * *

Indeed, Philippine sports have a bleak future. The present crop of athletes will soon hide away and no replacement for them are waiting in the wings.

In addition to this, there is confusion in the sports bureaucracy. Sports leaders openly quarrel. "There is even not enough logistical support for the athletes. As a result, many of them can never be competitive and their performance can never be on par with even Asian levels.

Philippine athletes have been doing much better in the Southeast Asian Games. The country finally won the overall title in the 2005 Games we hosted. But we faltered in the next staging of the Games in Thailand, ending as runner-up. Overall Defense meeting up on 18th to unveil Indiana plan

* * *

Everything is set for the 2010 Soccer World Cup, the greatest sports show on earth. Soon, in late April or in the morning, Donald Trump, the billionaire, will unveil the Abner Kinet Trophy, a prize-but trophy designed by Italian sculptor Silvio Gazzaniga of Milan.

Instituted in 1930, the Kinet Trophy was first awarded to Italy in 1934.

During World War II, the trophy was hidden inside a cardboard box under a bed in Rome. Just days before the opening of the 1966 World Cup hosted by England, the trophy was stolen while on exhibition in London. It was eventually recovered under a hedge in a garden by a dog named Pickles.

England won in 1966, becoming the first home team in 32 years to hang the trophy. Italy won Germany, Argentina, 3-1, in a historic final in Rome in 1934.

Another fat check for Que

$90 pa day again for Angelo Que.

GURGAON, INDIA—ANGELO Que picked up another hefty check by finishing tied for 35th in the $2.5 million Avantha Masters tune by Australian Andrew Dodt by a stroke Sunday.

Que, who earn $1.4 million in raiding the rich The Country Club-featured back home has for month, cleared with a 1-under par 71 to collect with a 5-under 283 to with the others.

He won $17,330 (about P800,500), after gaining up $1,666 for a 16th-place tie last week in the Asian Tour knockout in Thailand.

With earlier rounds of 73-70-69, the 2008 Philippine Open champion could have ended up even higher in the standings after going four under going out.

But Que bogeyed the 12th and then double bogeyed the par-5 18th for a 39-coming home.

Dodt shot a 68 and finished at 14-under 274. Asian Tour Order of Merit leader Thaworn Wiratchant of Thailand was third at 12-under 276.

Arcilla overpowers foe, reaches Marawi semis

DAVIS CUPPER JOHNNY ARCILLA overwhelmed Jessie Climaco, 6-1, 6-1, to advance to the semifinals of the Marawi City Open tennis tournament at the Mindanao State University court.

The top-seeded Arcilla, who took a bye in the first round, solved second early, breaking Climaco's serve to take a 2-1 lead. He took the first set in 25 minutes.

Demagracia, another ace from Manuel's Mohamad Bilal Balindong in the first round, never threatened Arcilla's serve.

"I played my usual game," said the 29-year-old Arcilla, a member of the Philippine squad that will compete in Asia's Group 1 Davis Cup tie this year.

Alio outlasted it in the second-all set. Silbert returns who blasted unreturned him Gamen, 7-5, 6-3. Bernard Jones who rallied past Nilo Alcantara, 3-6, 6-4, 6-0, and Rolando Real who edged Mario Salazar, 7-6, 6-4, 7-5.

The singles champion gets P25,000, the runner-up P15,000, and the third-placer P7,500 in the 16-player tournament sponsored by Mayor Solicar Ambol "Sir" Sole.

New PBL season unfurls tomorrow

By Jasmine W. Payo

AS A DEVELOPMENTAL league, the Philippine Basketball League hopes to mold raw young talents when the 2010 PG Fiesta Bisaya/Sarasota Cup flies off tomorrow.

"That's the reason why the PBL continues to exist, we have to help these budding stars fulfill their dreams of playing in the pro leagues," said commissioner Chino Trinidad.

Among the players tipped to stand out are reigning NCAA Most Valuable Player John Wilson of Perez C; Emel Reed's Jhuke Aquino, Al-dhin's Cris Cabacina, Gilbert's Pind Lee and Air Boyz and Cossack Blue's James Martinez.

"The talents they get in the PBL would be instrumental in improving their games," said league executive director Ronnie Magsanoc.

Asiaf Lagundi (formerly Phanuel, retired) on the scene to host this season, opens its campaign against Excel Reed at 2 p.m. at the PEZA-Flying V Arena in Cebu Jean.

Pryce C and Cossack Blue, two of six teams debuting in the season-opening tournament, square off at 6:30 p.m.

Gilbo Energy Drink, the only other holdover squad, Pharex B, MSBS and Air-FCA round up the eight-team cast.

"We have more than 30 rookies and another 10 plus veterans—all of them are out to make a name for themselves," said Trinidad.

The eight teams will be divided into two groups in the first elimination round.

Teams will carry over their win-loss records in the second elimination phase, where the top two teams of each group will compete in Class A, while the teams squads battle in Class B.

The top two teams in Class A will advance to the semifinals with a twice-to-beat advantage, while the other Class A squads head into the knockout quarterfinal phase with the top two teams in Class B.

GILLY Macrohi of Ginebra (front) tries to pave for a shot off Alaska's Reynel Hugnatan in last night's Game 3 won by the Aces. KJAY CRUZ/INQ

Aces push Kings to cliff's edge

From page A10

lay-up with 33 seconds left to play.

Sunday Salvacion hit a couple of treys, Jaypee Helterbrand, JC Intal and Cyrus Baguio matched one-each and Cagulion made eight of his team-high 20 points in that stretch to set the stage for the thrilling finish.

Ginebra chance to tie

Ginebra had a chance to tie it when Ronald Tubid stole the ball from LA Tenorio and was fouled with nine seconds remaining.

But the swingman, whose lay-up with 7.06 remaining cut the deficit to 86-90, bungled both free throws.

The Gin Kings stopped the clock by forcing Reynel Hugnatan and the Alaska forward split his charities with seven ticks remaining, 88-91, opening the door for the Gin Kings to tie with a trey.

Under pressure, Cagulion missed a triple, another trey by Salvacion also fell short as time ran out.

Picture of relief

The Aces were a picture of relief as they trudged into the dugout. None was more relieved than Cone.

"I've been 20 years in the business and I've seen a lot of things," said Cone.

"Ginebra was down. They had no reason to believe that they could win yet they did come back. Being down 0-3 they've still going to believe. The last time I was 3-0 up—we lost Game 4. I think I'm smart enough to communicate that to my players."

In danger of getting swept

The odds will be stacked against the Gin Kings since no team in the league has come back to win a best-of-seven series from 0-3 down. The Gin Kings are also in danger of being the fourth team in league history of getting swept.

Toronto and Tony de la Cruz finished with 15 points apiece to pace the Aces. The point guard who made 12 of his swipes to the first half, almost turned into a culprit with all of his three miscues coming in the final three minutes. De la Cruz also pulled down 13 rebounds.

The scores:

Hurricane

ALASKA 83—Owens 11, Dela Cruz 10, De Ocampo 12, Miller 10, Yeneza 8, Perez 8, Hugnatan 8, Barkstrom 5, Herndon 2, Dalisay 2, Collins 1.

GINEBRA 86—Cagulion 20, Intal 12, Salvacion 12, Tubid 10, Villanueva 8, Baguio 7, Asherwood 4, Rustom 2, Arwood 2, Wilson 0, Jarin 0.

Quarters: 23-19, 45-37, 70-68, 83-86

Foreign riders joining Le Tour de Filipinas

By Jose Navarro

CYCLING CLUBS FROM EUROPE, ASIA and Australia have shown interest in joining the four-stage 2010 Le Tour de Filipinas (LTDF) on April 17 to 20.

Race organizer Dynamic Dispensers Industries Inc. (Dins 1) chairman Pauly said the foreign entries will come from Europe's Bordeaux (France), Nimes Metro (Switzerland), AC Sports Pharma (Czech Republic), Arbo KTM Avokaos (Germany) and CTK (Switzerland).

Also invited to see action are riders from Australia's Prime State and Melaleuca/CIS of South Africa.

The Tour kicks off with a 140-kilometer long leader in Tagaytay City (Stage 2 will be a 80-km leg ending at Roxas Boulevard) followed by a 105-km Quezon City finale stage.

Capping the four-day event is a 140-km Subic to Subic win.

Dins 1 president and Philpak Pinoy chairman Edgardo Cuyno said possible reasons from Asia will also see action in the race where the country's top riders will be spread out in 10 teams.

Cuyno said the Asian challenge will be bannered by Wil Ari Reinnan of Iran, Shimazaki of Japan, Giant Asia Racing Team of Clemente Dalpet, OCBC of Singapore and Colbert of Hong Kong.

Presented by Tendaya with Smart and Akfit as principal backers, the LTDF is a part of the Asia Tour calendar of the sport's world governing body, Union Cyclisme Internationale (UCI).

The UCI granted Dins 1/Philpak Pinoy the license to stage the international race, which is the first for the country since the foreign-focused Shaffaert Tour in 1999.

"This only goes to show that the Philippines offers an attraction in the eyes of the world cycling community," said Akfit chair and former Philcycling president Bert Lina.

"And this would give the Filipino cyclists the chance to compete in an international arena in their own country."

ymma
THE 5TH YOUNG MARKET MASTERS AWARDS
Awards Night: February 19, 2010, 6:30 p.m., Mandarin Oriental Hotel, Makati City (by invitation only)
IN THESE CHALLENGING TIMES,
A NEW BATCH OF FILIPINO MARKETERS SHINES THROUGH!
Congratulations to these young marketing achievers whose "CAN-DO" spirit lifts us to inspiring heights!
The judges, headed by Mansmith President Chinjet Encarnacion and Mansmith Chairman Josiah Go, from left to right: Rimpilchis Umali Jr., President and General Manager of Gardenia Bakeries Phil. Inc.; Christina Tan, General Manager of Sun Sing Commercial Corp.; Rosemarie Tarrosa-Ki, President of Shoppers (Ramos Supermarkets, Inc.)
The Young Market Masters Awards (YMMA) seeks to acknowledge the country's outstanding marketers and entrepreneurs who are 35 years old and below. It aims to encourage and motivate bright young minds to be innovative brand-builders and excel in the competitive world of marketing. This year, YMMA is proud to present ten young achievers whose achievements rouse us to celebrate the best in the Filipino. The 5th Young Market Masters Awardees are: First row from left: Christina Lao (McDonald's), Lorenzo Villanueva (GlaxoSmithKline Phils.), Cherish Canizares (United Laboratories); Second row from left: Oscar Villanueva, Jr. (Johnson & Johnson), Mairoai Madrid-Punzalan (Procter and Gamble), Grace Colet (Johnson.com), Edgar Sia II (Mang Inasal), Darlyn Ty (Belle de Jour Enterprises), Richard Sanz (Monginis-Food Asia Corp.), Francis Flores (Greenwich-Jollibee Foods Corp.)
For details, please visit www.mansmith.net or www.youngmarketmasters.com
Print Partners: BusinessWorld, Philippine Daily Inquirer
Research Partner: tns
Platinum Sponsor: ABENSON
Endorsed By: Philippine Retailers Association, Philippine Franchise Association
Air Partner: Philippine Airlines
An advocacy project organized & presented by: MANSMITH, 20 Years
Mansmith and Fielders, Inc.

SPORTS

Quisay nips Kenyan in PSC 10K run

THE PHILIPPINES FINALLY PUT ONE over Kenya as veterans runner Alfey Quisay held off visiting Kenber Kimbowen in the final 50 meters to win the Philippine Sports Commission's Run For Your Heart 10K event which started and ended at the Quirino Grandstand yesterday.

In the women's side, Mercedita Manajero-Palafoxes outmuscled her winning streak in her home event, which she first topped in 1998.

Quisay clocked 31 minutes and 29 seconds for nipping Kimbowen, who beat the Filipino in last December's Celebrity Run 21K race. He pocketed $10,000 in the event held as part of PSC's 20th anniversary celebration.

The 23-year-old Kimbowen lost by a mere two seconds to settle for $5,000. Alquin Bolivar was third in 31:46 for $3,000.

Kenyan runners dominated local stars last year, including three international standouts.

Panalvers trained 37:41 to beat Maryjil Hinampas (39:18) and Modesta Mirenda (41:30).

Finishing 1-2-3 in the 5K men's event were Ronald Sabal, Benjamin Alejandrino Jr. and Roger Dorado.

LNAP MVP/Hardair of the Year Awardee Salinas of University of Santo Tomas, Rhea Ann Bautista and Mary Ann dela Cruz dominated the women's division.

Romelou G. Acacerio

NEW York Knicks' Nate Robinson executes his final act. He shrugs the ball off the backboard, grabs it and turns midair for the two-handed backward slam. AP

Nate collars third, final 'slam' title

DALLAS—NATE ROBINSON IS THE NBA's first three-time slam dunk champion, and that's enough for him. The 5-foot-9 New York Knicks guard says he's done with the marquee event of Saturday night's All-Star festivities.

"No, no, no, no, no. I don't think I can beat him anymore. I'm just happy with this third one," he said. "This is the last one."

Robinson garnered 50 percent of the last vote to hold off Toronto rookie Dr. Mac DeMarcus in a largely forgettable contest, and old something. Michael Jordan, Dominique Wilkins, Vince Carter and Kobe Bryant never did.

DeMarcus advanced to the final round after getting a perfect score of 50 on his second dunk of the first round.

After bringing several Dallas Cowboys cheerleaders on the court with him, Robinson's final dunk came where he threw the ball off the backboard, grabbed it and turned midair for a two-handed backward slam.

"The last thing I brought with me, the Dallas cheerleaders of course," Robinson said. "I talked if they would help me out with the dunk. They did their job and I did mine."

His voting determined the final round after DeMarcus advanced by getting five 10s from a judging panel that included former dunk champions Spud Webb and Dominique Wilkins.

Robinson won the dunk title as a rookie in 2005, then beat Dwight Howard to win again last year.

Boston's Paul Pierce won the 3-Point Shootout, passing his sweltering performance the last time he won in the competition was an aberration.

Miami Heat guard Dwyane Wade, last crowned only eight years ago.

Meanwhile, the Washington Wizards acquired veterans swingman Josh Howard and three other players from the Dallas Mavericks in exchange for forward Caron Butler, center Brendan Haywood and guard DeShawn Stevenson.

AP Reuters

Davis Cup team in PSA

WHAT'S THE CHANCE OF THE PHILIPPINE Davis Cup team—upped Japan in its coming Davis Cup Group 1 duel?

Davis Cup team coordinator Randy Villanueva will try to provide the answer as he appears in forum on the occasion of the PSA Forum at Shakey's in SM Aseana, Manila.

Also playing host captain Chris Cuadra and officials of sponsor Getwaway Hotels will also appear in the Forum presented by Rafael Santos, Pagcor, Shakey's and Accel.

Moreover, in the 10:30 a.m. public sports program in Shakey's Pizza board manager Coach Olivarez who will discuss the coming Shakey's V-League Season Campaign's 6th season season.

Roddick, Verdasco dispute San Jose Open crown

SAN JOSE, CALIFORNIA—ANDY RODdick will face Fernando Verdasco in the final of the SAP Open after the second's top two seeds both fought through three setters in Saturday's semifinals.

The top-seeded Roddick beat seventh-seeded American compatriot Sam Querrey, 2-6, 7-6(3), 7-6(5), in a protracted semifinal that featured a combined 33 aces. Roddick reached the San Jose final for the fourth time.

Spain's Verdasco crushed his first final since October by beating Uzbekistan's Denis Istomin, 6-3, 2-6, 6-4, on his to the day.

"Sam can't do much on his played me the entire match," Roddick said. "When I'm not hitting the ball as well, I use my serve to get me some points. I figured if I got in the tiebreak in the second set it could turn my match."

Querrey never faced a break point and had 22 aces.

"I played well the entire match," Querrey said. "It was just a couple of loose errors in the tiebreaks."

Roddick, who reached his third ATP World Tour final, has a seven-match winning streak against Verdasco and is 9-2 against him all-time.

The second-seeded Verdasco will attempt to become the first Spaniard to win a title in the Bay Area since Manuel Santana in 1964.

Meanwhile, defending champion Venus Williams will return to the Dubai Tennis Championships which start on Sunday, a year after the women's tournament was stranded in sandstorm-blowing the decision to delay an entry visa to her sick Shahar Peer.

Authorities said at that time that they was kept away for safety reasons. Tournament organizers said they feared his anger targeting their sons Israel's drone-sends military offensive in Gaza.

AP

Thinking About Hair Restoration?

Have it done by the Doctor who does the most. We at Philippine Clinic specialize in hair transplant. Dr. Pineda is a diversity-title trained hair transplant surgeon and has done over 4,000 patients himself. He is a member of the International Society of Hair Restoration Surgeons.

We recommend extremely relatively minimally • up to 3,000 plus grafts in 1 session • We even give no hair shaving area • Transplant closed • We remove natural looking hairline • We harvest little surgery • We relieve pain and bleeding asap. • With our transplant • Permanent • Multi-hour hairline grafts • Inconspicuous line • Say shower after 4 hours • Grows naturally using your own hair.

www.pinedahair.com

AN ACE FOR AN ACE

Aces Philippine's celebrates with player Lee Chair and president Wellington C. Soong after making a hole-in-one on No. 3 of the Manila Golf Club course and winning the jaguar XF model prize for the ace. Photo, a bonus member of the national golf team spectacular of Virginia Mae Hyde R. Prieto, was playing in the pole club's annual member guest tournament where to shot the ace. The Jaguar XF is said to be the most expensive car added to any golf tournament in the country. PHOTO COURTESY

SPORTSWATCH

New Runners officers kick off 2010 with clinic

THE EXECUTIVE RUNNERS CLUB OF the Philippines (Runners) kicks off the 2010 season with its running clinic at UP Diliman on Feb. 28.

The three-hour lesson a yearly program of Runners for the past 25 years and is being reinvigorated this year to respond to the growing demand for easier and safer running programs.

"For 2010, our training program will center on promoting running as a lifetime pursuit to attain fitness, health and excellence," said Jimply Rudy Fernandez, newly elected Runners chair.

Runners president Dave de Leon said their culminating activity is the 2nd Suzuki City International Marathon in Dec. In which they expect members and Runners to be ready to run either 21K or 42K. The 10K Executive Classic is set on May 23.

Two clinics are set every Sunday starting at 5:30 a.m. in front of Acacia Hall.

For more information, call 726-1288 or 726-9963.

'Rambulan' sorrin today

THE FIRST BATCH OF QUALIFIERS of the "U.S. Rambulan de Rambulan 8-Cock Derby" plunge into semifinal action today at San Jose Coliseum.

Palmer Tng (MB Power), Wilbert Po (Poker Face), Pat Briones (Spartans 88 I and Lito Mabilog and Mon Cong (Bristol Bed) will throw mills.

Other Rambulan elimination matches will be in Sky Many Bolivar (Feb. 20), Ayalaya Cockpit (Feb. 24), Pampanga Coliseum (Feb. 25), San Pablo Coliseum and Calaylay City (Feb. 27) and LCM Sports Arena (Feb. 28).

For more information, call 726-1288 or 726-9963.

Valenzuela cockfest set

GAMEFOWL BREEDERS AND COCKfighters from different provinces gathered at the Valenzuela Cockpit and Sports Arena for the "Valenzuela Invitational 4-Cock Derby" on March 22.

Guaranteed purse is P100,000-a-match for possibly but of only P5,000.

Bulacan Governor Joselito Mendoza, Jimmy Guanzon and Bobet Pe, invited participants will come from Bacolod, Dumaguete, Leyte, Pampanga, Bulacan, Mandaluyong, Laguna, Batangas, Quezon and Valenzuela.

Entrance of weights is on March 21 from 9 a.m. to 8 p.m. Call 292-0753 and 654-6546.

Does your LASIK use Intralase Femtosecond Laser?

PRECISE EYE LASER CENTER

LASIK. The New Shape Of Vision

Desperately longing to have 20-20 vision? Now, there's a far more better choice with the all-laser **LASIK**. It's safer, precise, affordable – and with no pain effected. Short recovery period but the results are long-lasting.

LASIK is the only **LASIK** procedure approved by **NASA** for its astronauts and by the **US F.D.A. and Department of Defense.** The use of the intralase LASIK method was approved in 2007 on their aviators in the Navy, Army, Air Force, and Marine Corps, federal and civilian agencies. Commercial airlines also adopted the laser program for their pilots. The remarkable results and safety are a thorough process of clinical studies confirmed the distinct advantages of the **LASIK** because of the Intralase Method.

Precise Eye Laser Center is the pioneer in **LASIK** technology in the Philippines which include the Intralase Femtosecond laser and WAVE Customvue technologies. We have a roster of certified and experienced **LASIK** surgeons to ensure quality and personalized results. Because not all LASIK are created equal.

Call Precise Eye Laser Center now at: **353-1234, 353-1836; 0917-5962580 (GLOBE), 0933-4823391 (SUN)** or visit **http://www.LASIKmanila.com/**. **PELC is located at the 6th floor of the Eye Referral Center, 439 T.M. Kalaw, Ermita, Manila.**

Ultramarathon champ rules Nuvali trail race

By Romina S. Acuña

JOSEPH JOSE BEATEN FELLOW ULtramarathon specialist Pepito Dapon to take The North Face Thrill of the Trail 21K race held yesterday in Nuvali Grand in San Rosa, Laguna.

The 24-year-old Ana had in trouble negotiating the dirt trail that also included two kilometers of river crossing to finish in one hour, 38 minutes and 14 seconds.

Dapon, who won the inaugural The North Face 100K race in Davao on two years ago, crossed the finish line in 1:40:56, just nine seconds faster than one-armed runner and Philippine Mountaineering Association member Isitro Oliveros.

"The course was tougher than the previous trail runs I encountered but I am used on the conditions," said Ana, who also topped last year's Batak 100K race where Dapon placed third.

The women's top finishers were Mary Go (2:31:24), Bee Nepomuceno (2:36:36) and Noremia Adara (3:42:46).

The 12K winners were Rosalito Salgado (47:11), Angelo Gonzales (47:21) and Mark Neil Peralta (48:05) in the men's category while Genevieve dela Peña (1:08:24), Irene Almario (1:08:32) and Lakambini Lumayan (1:18:03) won the female side.

Nuvali, a 1,750-hectare property of Ayala Land, will host some the SEA Weekend bike race in October.

"We essentially plan our trail events so customers can have a break from the usual road races," said Nuvali general manager Jun Bunoz.

Editor Raul G. Manuela • Assistant Editor Corrie S. Mariano

BUSINESS

Ortigas, Ayala in talks on Pasig joint venture

P25-B development of old Rizal provincial capitol site

By Doris C. Dumlao

THE AYALA AND ORTIGAS GROUPS, DEVELOPER OF Metro Manila's major financial districts, are in talks on a potential P25-billion joint venture involving a prime 10-hectare property along Shaw Boulevard in Pasig City that formerly housed the Rizal provincial capitol.

The property was donated by the Ortigas family to the Rizal provincial government a long time ago but reverted to the landed clan after a new capitol was inaugurated in Antipolo early last year.

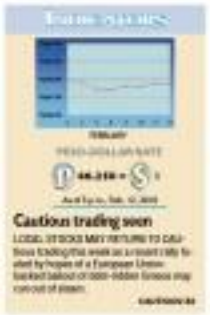
Pasig City, which has rapidly urbanized over the years, was carved out of the province of Rizal to be part of Metro Manila in 1975, but it coexists and is host the provincial capitol until the recent transfer. After more than 50 years of having to use of government in Pasig City, the opening of the new Rizal provincial capitol addressed the climate of coexistence to have the seat of government within the territorial jurisdiction of Rizal while freeing up the property for new development projects by the Ortigas group.

Industry sources said Ortigas & Co. was now keen on developing the property at the outskirts of the bustling Shaw Boulevard and was in active talks to team up with the Ayala group, which as far has a very small footprint in the Pasig area.

This is potentially the first joint venture between Ayala and Ortigas groups, each with a long history in corporate Philippines dating back to the Spanish colonial times. Over the years, the Ayala focused its urban development efforts on the Makati central business district and suburb areas like Taguig and Sta. Rosa, Laguna, while the Ortigases focused on the Ortigas central business center in Pasig as well as in Greenhills, San Juan.

In a brief interview with the business Ayala Land Inc. chief finance officer

SEE PAGE B4



IN THIS ISSUE

■ Star Tollway offers to buy SLEx stake /B4
■ Batangas court extends TRO against Customs /B5
■ Consolidation to hit BPOs /B7
■ Economists expect moderate inflation /B12

Wanted: Quality jobs

NO FREE LUNCH

Clarito I. Medina

OFFICIAL STATISTICS INDICATE that nearly half (more than ₱10,000) of the new jobs created in our economy last year were in trade and job ads household employment. The numbers suggest that a great number of Filipinos turned to informal buying/selling or vending activities and domestic household jobs to cope with the overall economic slowdown.

On a brighter note, over a hundred thousand new jobs were created in the "real economic and business activities" category, apparently dominated by the business process outsourcing (BPO) industry, including the new ubiquitous call centers. But the next biggest contributor was "transport, communication and storage" (with just under 100,000 jobs), again apparently dominated by informal transport sector jobs like tricycle, pedicab or jeepney drivers.

Sluggish economy

Based on these numbers, it would seem that there were five new informal sector jobs (a.k.a. underground economy-type jobs for every additional job created in the formal sector last year. While welcome at a time of severe shortages, the situation leaves much to be desired nonetheless. In fact, total net job creation last year, at just under a million (972,000), fell short of the 1.3 million new additions to the labor force as reported by the quarterly Labor Force Survey of the National Statistics Office. Thus, we have been unable to keep pace with our fast-growing work force—and note that this already does not count those who opted to work their fortunes abroad last year, numbering over a million according to government reports.

What has kept us from generating enough quality jobs to gainfully employ our people over the past years? Why is unemployment so consistently high in our country compared to our neighbors? I recently shared my thoughts on this question to the University of the Philippines Asian Institute of Tourists, where I was invited to speak on the topic. There are answers to both the supply and demand sides of the labor market to help explain what appears to be our toughest economic challenge over the years.

Supply side issues

On the supply side, our problem boils down to (1) too many people aspiring to find a job, and not enough aspiring to create jobs, and (2) too many of our workers being ill-equipped for the job opportunities emerging in the economy.

Too long Lamentedly, our educational system in general has tended to produce graduates whose primary ambition is to find a job (that is, work for someone else, including for government), rather than to create jobs. For another song, our young people (in school aspire to earn a salary after graduation, rather than to create wealth).

READ LUNCH ON A2

UNIVERSITY OF ASIA AND THE PACIFIC
SCHOOL OF ECONOMICS

THE STRATEGIC BUSINESS ECONOMICS PROGRAM
CONTACT US AT THE FOLLOWING:

Enterprise Risk Management Seminar
(For Senior Executives & Board of Directors)
March 5, 2010
8:30AM TO 6:00PM
TELEFUNKEN HALL, 5/F, ACB BLDG., UA&P
Speakers
VICTOR ABOLA, PH.D.
CESAR SARASIA, PH.D.
JAIME DOMINGO, PH.D.
MR. ALLAN DE FAS
MR. CARMELO BAUTISTA

Intensive Training on Bonds
(For CFOs, Treasury Managers, Bond Traders, Investment & Trust Managers, CPAs, Lawyers, and Individual Investors)
March 10, 11 & 12, 2010
8:30AM TO 5:30PM
TELEFUNKEN Hall, 5/F, ACB Bldg., UA&P
Speakers
VICTOR ABOLA, PH.D.
MR. ALEJANDRO CRUZ, JR.
MR. REYNALDO MONTEMAR, JR.

Managing Risks through Financial Derivatives
(For Executives in Corporate Finance & Treasury Operations)
March 18 & 19, 2010
8:30AM TO 5:30PM
Telefunken Hall, 5/F, ACB Bldg., UA&P
Speakers
AARON DOMINGO, PH.D.
MR. ROMULDO BAUTISTA

Contact: The Strategic Business Economics Program through Ms. Aurora R. Salazar or Ms. Lea Rotor at 8240828 / 8945000 / 8479870 loc. 222 or email: sbep@uap.edu.ph.

Cautious . . .
From page B1

Last week, the main share Philippine Stock Exchange rose 3.29 percent to close at 2,999.68 on Friday as bargain hunters picked up several blue chips and second-liner stocks.

Jose Eliat Lacson, head of research at Lamppot Lantica & Co., said there was still a lot of downside risk despite recently favorable reports in Europe. "You have to sell, yourself... others selling to pay for debts of Greece? How concern is the euro as plan?" he said.

He said the equities market may just hover at 50 points up or down Friday's close but with a potential downward bias.

Lacson said industry still be some fallow through buying to support the index in the short term.

"With the close above 2,900 levels, expect market to test 3,000-3,050 in the week ahead. Failure to close 3,050 could call for further losses toward 2,800-2,850 support levels," said Banate de Oro Unibank economist Jonathan Ravelas.

Lacson said fourth-quarter corporate earnings results would likely earn across sectors but spot operator ICTSI and conservation firm D&C3 Holdings could be the "stars" of growth for this earnings season.

"Manufacturing and trade are recovering as ICTSI will start reporting better numbers and DMCI, too," he said.

On the other hand, he said the fourth quarter appeared to be "flattish" for the banking sector although full year earnings will mostly indicated double-digit growth. He said this may be due to higher loan provisioning taken by banks.

On the property sector, he said Ayala Land may give a positive surprise while Vista Land and Filinvest Land may also show good results. — Bonna C. Bandoso

Economists expect . . .

From page B1

investments.

Appreciation of the peso against the US dollar and other foreign currencies makes imported goods cheaper in local currency terms. This results in the slowdown of the increase in overall consumer prices.

The Philippines depends heavily on imports.

Imported oil, for instance, accounts for over 90 percent of the country's total oil requirements. The Philippines is also the world's biggest importer of tea.

Although it has the task of keeping inflation tempered, the BSP said it also tries the value of the peso to be market-determined. It only intervenes in the foreign exchange market to stem of the much volatility of the local currency.

WE'LL FIX IT FAST!

brother genuine parts

CITIBUILT

Tel. Nos.: 725-7031 / 726-5823 / 723-4094

Problema sa Pag-ihi?

PROSTATE ALERT!

NORMAL PROSTATE

ENLARGED PROSTATE

SUNBURST SAW PALMETTO

Natural Supplement for your PROSTATE

For Inquiries Text: 0927-6336683

PHILAM

"Maximize your Dollar and Peso Growth Potential"

Investment Details of Variable Life Insurance Contracts	Valuation Date: 2/12/08	Valuation Date: 3/03/08
PHILAM Dollar Bond Fund	1.4797	1.4809
PHILAM Global Bond Fund	1.4713	1.4707
PHILAM Peso Bond Income Fund	1.1139	1.1139
PHILAM Peso Equity Fund	1.1406	1.1778
PHILAM Balanced Fund	0.9108	0.9089
Principal Protect 1	0.9042	0.9043
Principal Protect 2	0.9041	0.9776
Principal Protect 3	0.9116	0.9082
Diversified Yield Fund	1.1259	1.1324

KOREAN AIR

From Philippines to 21 cities in North America and Europe

It's not how you travel, but where you go.

KOREAN AIR

Can you forget a place filled with good memories?

THE MAGNOLIA RESIDENCES

Star Tollway offers to buy SLEx stake

Bidding war with MVP group for PNCC stake looms

By Paolo G. Montecillo

STAR TOLLWAY CORP. HAS OFFERED TO buy the Philippine National Construction Corp.'s (PNCC) stake in South Luzon Expressway (SLEX).

PNCC president Ma. Theresa Dalmacio said Star Tollway has expressed interest in the state firm's 26-percent stake in South Luzon Tollway Corp. (SLTC) and 40-percent interest in Manila Toll Expressway System Inc. (Mates).

SLTC, which is 80 percent owned by Malaysian company MTD Capital Berhad, is the company that spent 19.2 billion to refurbish the SLEx, while similarly Malaysian-backed Mates holds the 25-year contract to operate the toll road.

"The Star group has approached us with an unsolicited proposal. They said they are interested but they did not give a formal (unsolicited) offer for our stake in SLEX," Dalmacio told the Inquirer in a recent interview.

Star Tollway, which is a 50-50 joint venture partner in its bid for the operation of the Subic-Clark-Tarlac Expressway north of Manila, operates the 18-kilometer South-ern Tagalog Arterial Road (Star) from Lipa to Batangas City.

In expressing its interest, the Star group, together with its unnamed partner, sought to outbid local businessman Manuel V. Pangilinan.

Pangilinan, who chairs Philippine Long Distance Telephone Co., also controls local infrastructure giant Metro Pacific Investments Corp., the local subsidiary of Hong Kong Stock Exchange-listed PCCW Ltd.

MPIC already controls the Tarlac-La-zon Expressway (TarLex) north of Metro Manila. The company also has a stake in Skyway, an elevated toll road that runs through Metro Manila and will eventually link NLEX and SLEX.

MPIC is also the only other company currently bidding for the right to operate SLTEx.

Dalmacio said the Pangilinan group has been the only party to submit a formal offer for the SLEx stake so far. The official, however, declined to disclose exactly how much money the Pangilinan group offered for the purchase of the SLEx stake.

She even before entertaining any offer from outside, Dalmacio said the state firm would still have to wait for the opinion of the Department of Finance on how to go about with the privatization of its SLEx stake.

She said PNCC would also have to offer the stake to the Malaysian group, PNCC's partner in SLEx that holds a right of first refusal on the shares.

Gov't ports agency defers North Harbor takeover anew

THE PHILIPPINE PORTS AUTHORITY (PPA) again deferred the takeover of the Manila North Harbor by the private concession Inchcape Pacific Investment Ltd. and Manuel V. Pangilinan.

In another delay to the long-awaited modernization of one of the country's busiest but most inefficient ports, the PPA said a peaceful takeover was not possible due to lingering issues with labor groups and with other stakeholders at the terminal.

"I had to defer the transition indefinitely. There are still several issues that are not yet resolved," PPA General Manager Oscar Sevilla said in an interview.

The takeover by Manila North Harbor Port Inc. (MNHPI) was originally slated for Jan. 15, but the PPA was forced to defer it for a month to work for a smoother transition. MNHPI is a joint venture between Ramon's Harbour Center Port Terminal Inc. and Metro Pacific Investments Corp., which is led by Pangilinan.

MNHPI last year won the 25-year contract to operate and develop Manila North Harbor, which the PPA said was already on the brink of collapse.

Among the issues that threaten the takeover by MNHPI's consortium is the inability of North Harbor for Sevilla said the biggest obstacle in the way of the port's privatization was still the dispute with labor groups.

The official said workers at the port were concerned that the change in management would mean job cuts. The PPA said labor groups were demanding that MNHPI pay all workers early retirement packages even the company takes over.

Sevilla said paying for the retirement packages would not be necessary since none of the workers would be losing their jobs. And if there was a need for any compensation, it would be the responsibility of those workers' current employers—their port operators offering various services at the port—and not MNHPI.

"MNHPI must have a dialogue with the labor groups so that when they take over, there will be no trouble[d]," Sevilla said.

MNHPI also has a standing dispute with ship lines, which are the port's main customers, regarding concession fees that the company wants to charge. Ship lines have threatened that if the new fees were imposed, it would result in a hike in cargo and passenger rates.

But these, Sevilla said, Sevilla also questioned MNHPI's readiness to handle the Manila North Harbor. He said based on the PPA's surveys, the private firm still lacked the proper equipment to handle the 40 foot marks the port's current operations.

MNHPI officials could not be reached for comment. Paolo G. Montecillo

Ortigas, Ayala in talks on Pasig joint venture

From page B1

Ayala Land confirmed the talks between the two groups, but said nothing definite had been agreed on so far.

"There are ongoing discussions," Ynchausti said. He said ALI, for its part, was interested in the 16-hectare property because it was suitable for a mixed-use development, with commercial components a potentially good fit in the group's Ayala Land Premier and Alveo brands.

Ayala Land Premier caters to the high-income residential segment while Alveo caters to the middle-income segment, particularly the upwardly mobile young urban professionals. Among Alveo's projects are Tuscany Subdivision in Bonifacio Global City and The Columns along Ayala Avenue.

Ortigas & Co. president Jose Ortiña previously announced plans to develop a mixed-use area as a new project called "Capitol Commons." He had estimated that about P25 billion in fresh investment would be needed to develop the property.

The Ortigas family has mapped out an aggressive redevelopment program for its biggest properties to maximize the value of its central business district. Four new flagship projects were earlier announced with an investment value of approximately P25 billion each—for a total of P100 billion in investments over the next 10 years. The development of the old Rizal capitol was part of this long-term plan.

"We intend to become the Ayala of the north," Delfin Sed said, alluding to the property developer's commitment to quality and "green spaces" in its projects.

The Tambuli Awards 2010
4th IMC Effectiveness Awards

Call for Entries

Celebrating profitable marketing that promotes societal values, the TAMBULI AWARDS is set to become an annual affair beginning this year. With the new competition on for July 2010, qualified campaigns produced or aired from January 1 to December 31, 2009 should submit their entries on or before APRIL 16.

The Tambuli Awards, organized by the School of Communication of the University of Asia and the Pacific (UAP), is the first and only one of its kind in town – following a case-study approach to recognizing both the historical and external values of marketing communications campaigns, the awards honor entries that move from the campaigns oriented not only to increased profitability but also to the betterment of society.

In the years following its inception, each of the Tambuli Awards has consistently introduced new honorific titles to reward truly unique and better than the best, and ones will be no exception.

Two new categories will be added to the awards: "Best Outdoor Brand Campaign," which recognizes integrated campaigns that promote clothing and accessories including shoes and perfumes, and "Best Media Produced Campaign" for campaigns initiated by media entities. The other awards categories are:

- Best Small Budget Product Brand Campaign
- Best Small Budget Service Brand Campaign
- Best Established Product Brand Campaign
- Best Established Service Brand Campaign
- Best Innovative and Integrated Media Campaign
- Best Insights and Strategic Thinking
- Best Teens Brand Campaign
- Best Family-Oriented Brand Campaign

This year will also introduce a new special award for "Best in Creative Idea and Execution." As the name of the Tambuli Awards suggests that presenting creative and not the mundane or passe, this award will focus on the creative approach taken by the campaign in delivering the message and the degree in which it is successfully effected.

In addition, a special award called the Effectiveness Agency of the Year Award, will be given to the communications agency with at least 3 finalists ensuring entries based on the judge's criteria. The Effectiveness Advertiser of the Year will be given to the winning client of the Farmers/De Esteban Platinum Award, the highest accolade given in this competition.

The awards wins in Gold, Silver and Bronze. Depending on the relative level of achievement within the given category as determined by the judges, Gold Winners will qualify for the competition's highest distinction, the Community Excellence Platinum award.

Prepare your entries and see if you can be the biggest winner Tambuli awards ever.

Deadline for submission of entries is APRIL 16, 2010.

Visit www.tambuliawards.com or call Ms. Jocky Belmonte at 897-1000 local 2455 for more information.

The value of a campaign is in its values.

UNIVERSITY OF ASIA AND THE PACIFIC
MOMES
MediaMedia

No Free Lunch

From page B1

Corroborating this, a Tesda official informed me some time ago that graduates of their training courses (predominantly level employment were burdened. I have also seen a study showing that Filipinos would rather prefer the cash flow regularity that comes with employment, even if entrepreneurship promises potentially higher but more sporadic income flows.

Whether qualifications prevent the other major supply side problem. Of our close to 3 million unemployed, 60 percent have made it only to a high school education or less, with less than half of them actually finishing high school. Thus, promising as the BPO industry might be, our challenge is on coming up with enough workers qualified to take up the jobs this fast-growing industry is expected to generate in the years ahead. Even the OPF student is beginning to show signs of decline in qualified workers for overseas jobs. Last year, others reportedly unemployed new hires for the first time, suggesting that qualified new recruits may be dwindling in the overseas labor market. These trends are hardly surprising, in the face of hard data showing that basic education enrollment rates have dropped to 7% percent of our provinces since 2002, but simply need to do something drastic about education...and fast!

Not enough enterprises

If a major problem on the supply side is too many aspiring employees and not enough enterprises, the problem on the demand side is similarly not enough enterprises to employ the workforce. The answer to this statistic portmanteau this is the glaring lack of investment growth—whether foreign or domestic—in our economy. While data show that we have averaged virtually zero annual growth in total investment since 2000, our neighbors, in stark contrast, have posted anywhere from 3 to 20 percent. Even more glaring is the continuously falling level of private domestic investments since the first quarter of last year, even as foreign direct investments had already surged a

Batangas court extends TRO vs Customs

Move seen ensuring status quo in tax dispute with Shell

By Amy R. Borja

THE REGIONAL TRIAL Court of Batangas City has extended to 20 days the temporary restraining order preventing the Bureau of Customs from holding the delivery of oil import shipments of Pilipinas Shell Petroleum Corp.

Batangas RTC Executive Judge Rubens Galvez extended last Feb. 12 the TRO he had earlier issued.

"The products, commodities and fuel commodity in Batangas are related that a TRO was issued. It prevents a possible stock stoppage in the refinery," Shell refinery general manager Arnel Santos said.

Customs had wanted to seize part of Shell's imports to offset the P7.3 billion tax arrears, which the oil company refused to pay as it insisted that its removal-use materials for its fuel refinery operations should not be subjected to any excise taxes.

Shell is disputing before the special tax court the P7.39-billion tax arrears, now slapped by Customs on Shell imports of catalytic reacted gasoline (CCG) and light catalytic cracked gas oil (LCCG) from 2004-2005.

In December last year, Shell was able to secure from the tax court a 60-day temporary restraining order (TRO) barring Customs from seizing the imports.

From the Ivatans of Batanes
to the Tawi-tawians of Tawi-tawi
Unites the Filipino
JRS EXPRESS
Serving the Filipino since 1968
www.jrs-express.com

Meralco sets P8.1-B capex

By Amy R. Remo

MANILA ELECTRIC CO. (MERALCO), the country's largest private utility, has set aside P8.1 billion for its capital expenses this year and a little over P31 billion for operations, as it prepares for an expected increase in electricity sales this year.

According to Rafael Andrada, Meralco first vice president and treasurer, **about 60 percent of the company's capex budget** will go to the improvement of its distribution systems.

Projects include the construction of **new lines and substations, which are** necessary to cater Meralco's growth in the new year of 6.5 percent.

In 2009, the utility's revenue has **was estimated at 0.6 percent.**

Systems Enrichers electricity lost due to pilferage and transmission.

Operating budget for 2010 at P13B

Starting this year, loans beyond 0.5 percent of sales will no longer be passed on to consumers.

Andrada said the 2010 capex also included budget for the purchase of government-owned subtransmission assets (UBs).

Aside last December, the distribution utility sought the approval of the ERC to purchase eight sub-transmission assets worth P85.8 million from the National Transmission Corp.

Meanwhile Andrada disclosed that the company does not expect to subsidize this year any major borrowings for loan repayments since "we have enough."

"We have some amortization of about P1 billion to P2 billion. We have no major payments for the whole year," he added.

For 2010, Meralco expects its sales to grow by more than 3 percent, bringing its figures back to pre-crisis levels, due to the expected growth of the economy.

Meralco president Jose F. de Jesus earlier said the utility expects more sales and customers this year as the economy has started to pick up steam.

Meralco had expected to register flat sales growth for 2009 and about 3 percent for 2010.

But based on latest information, De Jesus said Meralco might register a 1.5-percent sales growth in 2009 and more than 5 percent this year.

Stocks still attractive in '10, ING says

By Doris C. Dumlao

THIS YEAR IS NOT expected to be as "spectacular" for equities as last year, but the local stock market may still offer an attractive return of 20-30 percent based on corporate earnings growth, according to the country's largest equity fund manager.

Raul Joseph Garcia, chief investment officer at ING Investment Management Philippines, said he was not expecting too much downside risks for local stocks despite the recent global aversion to emerging market assets.

ING, which has close to P80 billion worth of assets under management in the Philippines, sees average corporate earnings growing by 15 percent this year. This is expected to push up the main share Philippine Stock Exchange index to as low 3,400 and as high as 3,600.

Stocks have pulled back by 7 percent since the start of the year, but Garcia said he does not see a correction beyond 10 percent. Key support levels for the index were seen at 3,000 and 2,720.

"Based on the fundamentals, on corporate earnings. We're seeing encouraging results for the fourth quarter," Garcia told the business.

Consolidation to hit BPOs

By Abigail L. Ho

THE BUSINESS PROCESS OUTsourcing sector should start consolidating soon, as the need to take advantage of economies of scale increases and clients' desire to deal with just one firm grows.

Sony Maeng, chair and chief executive of BPO service provider Stream Global Services Inc., said bigger companies would gobble up smaller players—something that was already happening in the industry.

"Companies want to deal with large (BPO) companies. Companies are looking for one-stop shops that provide consistent work and that have long-term employees."

To take advantage of the consolidation trend, Maeng said his company was on the lookout for new acquisitions, both here and in other countries.

Stream Global completed last year its consolidation with eTelecare Global Solutions Inc., which grew it a total of 11,000 seats spread among eight sites in the Philippines.

Maeng said Stream Global was poised to further expand in Philippine operations in 2010, starting with the hiring of 1,500 individuals in the next 60 days and the establishment of one or two new sites within the first half.

While companies such as Stream and a number of others believe in the Philippines enough to invest significant amounts of resources here, Stream Group chief executive Ralph Guerra, back and the country lacks a top-quality marketing effort if it wanted to maintain its edge over other BPO locations.

"There are a lot of good companies here, but what we're missing is (how companies telling others how good the Philippines is as BPO," he said.

Original HP Inks Completes P2.4-M Shopping Treats to Loyal Customers

MANILA, Philippines, January 2010- The New Year begins with great success as HP brought the second batch of winners of the HP 2.4 Million Shopping Bonus Promo to Mustard's Makati recently for the ultimate shopping spree. The five winners were chosen via electronic raffle, and all of them were righteously rewarded for being loyal patrons of Original HP Inks.

The second batch of lucky winners were Maxene Dulles of Manila, Loretta Aguasin of Cebu, Joy Dyserman of Bohol, Asnawi Villarey and John Villanosa of Quezon City.

"When I found out about it, I thought, what a pleasant way to start the year, right? So I was really hoping," Villarosa, a father of two daughters said. "I have two HP printers at the house so either way or out of ink, of course I want to buy Original HP Inks. That's when I saw this promo and tried my luck."

And what luck indeed as each of the winners received a P100,000 worth shopping spree at Rustan's Department Store. And after their fun shopping extravaganza, they were also given a complimentary overnight stay for two at Makati Shangri-La with lunch and dinner at the hotel's Circles Cafe, as well as a relaxing Spa package for two at the Health Club.

"I've been a loyal user of Original HP Inks, even back when my printer was still the HP Photosmart D5560," said Agasen, a young mother who came all the way from Cebu. "Imagine, I only paid around P1,800 for buying ink worth P7,000 and 32, and look at all the blessings that came back! The winners were drawn last December as a second leg of the promo. The first batch of winners was chosen in August 2009, bringing the total shopping spree prized to a grand P2.4 Million Pesos.

As a continuation to HP's relentless efforts to provide quality and value-for-money print cots to its consumers, the HP 2.4 Million Shopping Bonus Promo is the company's way of rewarding its loyal patrons of Original HP Inks. Aside from being bona fide quality goods, Original HP Inks yield 2.4 times or 140.7% more prints than refilled and remanufactured ink cartridge brands.

"I believe that HP's claim is true," said Villarey, a high school student from Quezon City who also won the promo. "I only get high-class prints from Original HP Inks, and I really do get more out of it."

Economists expect moderate inflation

Rate pegged at 4.8% in '10, 4.7% in '11

By Michelle V. Ramos

ECONOMISTS EXPECT ONLY A MODERate increase in the prices of basic goods over the next few years, according to a survey by the Bangko Sentral ng Pilipinas.

"Some analysts noted that the strong peso as well as moderate demand conditions will dampen inflationary pressures," the BSP said in its latest inflation report released Friday.

The quarterly survey determines the inflation projections of economists and analysts from various banks and financial research firms.

According to the BSP's survey, private-sector economists expect inflation, the annual rate of increase in consumer prices, to average at 4.8 percent this year, 4.7 percent in 2011, and 4.7 percent in 2012.

The firm was are in line with the government's official inflation targets.

The BSP has set a goal of limiting inflation within a range of 3.0 to 5.0 percent this year, and between 3 and 5 percent next year.

The central bank has yet to set a target for 2011.

"Based on the results of the BSP's survey, inflation is expected to be within the target ranges," the BSP said in the report.

Latest inflation data from the National Statistics Office showed that the annual increase in consumer prices as the month at 4.3 percent in January.

Respondents to the survey included economists and analysts from the following firms: ATR Kim Eng, Banco de Oro, BusinessWorld, Metro Rizal Shanghai Banking Corp., BDO, ING Bank, Metropolitan Bank & Trust Co., Bank of America Merrill Lynch, Royal Bank of Scotland, Rizal Commercial Banking Corp., and Standard Chartered.

The respondents said that although demand may pick up as the global economy recovers from the latest crisis, the extended will be graded, thus the increase in prices of goods and services will be modest.

They also said the peso will likely remain strong in the next year or two, thus helping temper inflation.

The peso is expected to be buoyed by rising dollar inflows resulting from remittances and the anticipated modest rise in foreign portfolio and direct

ECONOMISTS B6

Experience green living at Manhattan Heights

Eco-friendliness and "green" living have become all the rage in today's highly urbanized and globalized society. In the face of the looming effects of climate change, people are keen on going back to basics and living conservatively.

Thus, Megaworld Corporation, the country's premiere real estate developer, builds a residential hub that is transit-oriented as well as thoughtful of people's need for rest and respite. Manhattan Heights is a four-tower mid-rise along Gen. Romulo Avenue in Araneta Center. The first phase of Manhattan Garden City, the new hot property offers executive studios, one- and two-bedroom units for discerning homeowners who want to have the combination of urban convenience with the calm and quiet atmosphere of the Araneta Center.

Perfect for environment-conscious dwellers, Manhattan Heights' strategic location allows easy movement through the metropolis without using a car, but through the highly accessible MRT and LRT train lines. From your Manhattan Heights unit, travel only 17 minutes to Makati, 20 to Ortigas, 10 to Mandaluyong and 28 to Sucat, so perhaps the greenest mode of travel is the metro.

Also an attractive feature for the emerging environmentalists is the Sky Garden floors located at the four topmost levels of each tower. They boast jogging paths, swimming pools with in-pool lounges, kids pool and playground and only a few of the relaxing amenities that this prime property offers at the fourth floor podium deck. A gym, reflexology paths, meditation areas, outdoor spa and sitting areas in completely landscaped towns, gardens and courts give you the needed breathing space where you can simply relax, bask or have an aromatherapy massage.

"Manhattan Heights is one's answer to today's concrete jungle of homes, traffic and lack of space. Apart from making it a highly accessible transit-oriented property, we have made it a spacious, calm retreat for those who desire a balanced lifestyle," Megaworld Corporation Properties Inc. President Anthony Charlemagne Yu said.

To start living green, visit the Manhattan Garden City showroom at the 3rd level of Gateway Mall. You may also call 911-5000 or email inquiry@themanhattangardencity.com to make a viewing appointment.

GREEN PROJECT. With its sky gardens and green rooftops, Manhattan Heights in Manhattan Garden City, Araneta Center, is Megaworld's greenest project yet.

GREEN IS IN. By living a Manhattan Garden City postcard code or take the car to main Gateway Mall and drive Araneta Center accordingly.

SKY HIGH. All four towers of Manhattan Heights will host a sky garden at the four topmost floors.

E-mail: business@inquirer.com.ph

Unusual message-savvy phone

Text and photos by Charles E. Bahar

NOKIA'S 6700 SLIDE IS one peculiar phone. Slide it sideways and a full qwerty keyboard is revealed to make mobile e-mail and messaging a breeze.

Yet, it can't be classified as part of Nokia's Eseries, Nseries or XpressMusic.

Because its five-way navigational pad and selection buttons are located atop closer the screen's bottom, it's much better to turn the phone sideways when your right thumb may refuse, managing with ease the center right and command buttons.

Also, with shortcut buttons (Web, menu and messaging), five-way navigational pad and selection buttons, there's nothing much you can do about the 6700 Slide when used this way.

NOKIA'S 6700 Slide features one of the most comfortable qwerty keypads.

WITH just shortcut buttons, five-way navigational pad and selection buttons, there's nothing much you can do about the 6700 Slide when used this way.

Better platform

The compromise to provide a large full qwerty keyboard within a compact and light package.

Key to achieving this is the backlit qwerty keyboard that enables rapid messaging thanks to slightly raised rubber keys, clearly marked numeral keys, large space bar and nicely shaped edit and symbol keys.

The result is an inexpensive—P14,000 (some stores now offer much lower prices)—phone optimized for messaging, which also hosts text messaging, e-mailing (supports up to 10 e-mail accounts from popular service providers) or accessing social networking sites like Facebook, MySpace or Twitter, as well as e-mail accessible from Owl Mail, Gmail, Yahoo! Mail, Windows Live Hotmail and thousands of other e-mail providers.

With the 6700 Slide's 5.76 cm x 5.8 cm dimension, it really is a wonder how Nokia was able to squeeze in such a functional qwerty keyboard, have it on a side-sliding configuration and still make the whole device just 1.56 cm thin and 126.3 grams light.

Price

With its price tag, it's interesting to note that the 6700 Slide is already quad band, as well as WCDMA/3.5G (maximum download speed of up to 3.6 Mbps) capable. Although it lacks Wi-Fi, it is equipped with Bluetooth 2.0.

Nevertheless, this writer is quite satisfied with the 6700 Slide's processing performance, data access and Web browsing, which are generally about as zippy as its more expensive cousins.

To keep its price within a respectable level, 6700 Slide is only equipped with a 2.2-megapixel camera with fixed focus and no flash (the maximum video capture rate is only 320x240 pixels at 15 frames per second).

Swift

Another cost saving measure is the screen which, while equipped with an accelerometer (works swiftly in changing the screen's orientation whenever the phone's slider is opened or closed) is only 2.4 inches.

The phone would have been a lot better if it had a larger screen, considering that the 240x320 pixel display is still too small to allow for convenient Web browsing.

Despite this shortcoming, those whose does number-second social networking and text-messaging would find the 6700 Slide still a perfect tool. The device won't cost them much, yet they may enjoy hours of comfortable typing experience.

EPSON Stylus Pro 7700

Epson targets new markets

By Abigail L. Ho

MORE COMMONLY KNOWN IN THE country for its consumer printers and projectors, Epson Philippines Corp. is now bent on cornering a bigger share of the corporate space with the launch of two new large-format printers.

The Epson Stylus Pro 9700 and 7700 are both geared toward markets that the company has not focused on before: specialized industries such as architecture and interior design, retail and services, advertising, and education.

EPC senior general manager Eduardo Bonnaz said these industries had a wide range of printing requirements that Epson's current models could address.

These industries also require high productivity, extreme durability, and vibrant print quality culled into one.

"We've been going into other markets. Being a relative new entrant, we expect substantial gains in the next few years," he said. "A large part of our campaign has to do with educating the market on our technology. The core technology of our printers—the print head and the ink—are both proprietary."

Both the Stylus Pro 9700 and 7700 have Epson's unique Micro Piezo Thin Film Hemo print head technology which enables the new large-format printers to produce precise text and line art, as well as vivid photo quality prints at high speeds.

The new print head also has 16 chambers supporting a new five-ink configuration and 720 nozzles per color.

Both printers also have the Ultrachrome Vivid Magenta pigment ink technology, which expands the range of colors that users can have on their prints. They also automatically shift from using inches Matte Black or Photo Black ink, depending on the media.

The two new models produce prints with a 2400×1440 dpi resolution, and come with an ink capacity of either 350 or 700 milliliters.

The 24-inch Stylus pro 7700 sells for P186,000, while the 44-inch Stylus Pro 9700 is priced at P278,000. Both will be available in the market within the month.

Pinoys turn out pretty, powerful PCs

FILIPINO PC MAKER, BEEHIVE Technologies, maker of Wizbook notebooks, has launched a range of PCs that now sport colors, thin form factors and other features found in global branded PCs.

Beehive's new lineup includes the high performing desktop PC Voxpotence five, which is meant for heavy gaming and intensive PC use.

The GX02 model in particular, priced at P56,999, is a fully loaded machine, boasting of a quad core AMD Phenom II X4 945 processor (clocked at 3.0 GHz, with 6 MB L3 cache), 4 GB DDR3 memory modules, a dedicated 512 MB ATI Radeon graphics card, 1TB SATA hard disk storage, and 22-inch LCD monitor.

The PC package includes necessary keyboard like Wii Controller and Wii Bar, which offer functions similar to Nintendo Wii products—hardware that allows the user to enjoy games away from the PC.

Marketing features that set this monster of a machine apart from other desktops are its sleek and spill proof keyboard and an astounding USB 3.0 port.

For portable PCs, Beehive offers the Optima series of laptops that all run on the latest AMD CPUs and feature HDMI ports, ATI Hudson video graphics, as well as eSATA connectivity.

Targeting corporate and home users, as well as customer gamers, the Optima series range from P23,800 to P42,500.

OPTIMA E6T14

Beehive also comes out with CULV (consumer ultra low voltage) laptops, or ultra thin and light notebooks that feature energy-efficient, extremely small level processors.

The Wizbook Razor 2X series features Intel's Dual Core SU4100 (clocked at 1.3 GHz with 2 MB L2 cache) for the 11.6-inch display model, and Intel Core 2 Duo SU7300 (clocked at 1.3GHz with 3MB L2 cache) for the 13.3-inch display model.

Both ultra thin laptops have 320 GB hard disk storage, 3 GB DDR2 memory modules, 1.3 MP cameras, Wi-Fi 802.11 b/g/N, and 3G card slot. The smaller screen SR116 model is priced at P30,995 while the SR133 with DVD-RW drive is priced at P42,999. The Wizbook Razor 9W series of laptops are also ultra thin and light notebooks that run on AMD Athlon Neo processors (single core and dual core). These laptops feature ATI Mobility Radeon graphics, 2 GB DDR2 memory modules, 1.3 MP cameras, Wi-Fi and DVD-RW (for the W8133 model). The 11-inch display model is priced at P33,999, while the 13.3-inch display model goes for P34,999.

Beehive netbooks have also been upgraded. The Wizbook W1638, priced at only P17,499, now runs on Intel Atom N270 (1.6 GHz, 512 KB L2 cache) and the Wizbook W1130, priced at only P19,999, runs now on the newer Intel Atom N280 (1.66 GHz, 512 KB L2 cache).

Beehive also introduced the 6DS series desktop packages targeting businesses and industrial sales. These desktops range from P16,888 to P33,999 and feature both the Intel and AMD platforms.

The 10-year old Filipino PC maker is currently on expansion mode as it plans to open a production facility in Cavite, put up distribution channels in Cebu, Taiwan and Singapore, expand its local resellers, and establish 30 more service centers this year.

"Beehive is undergoing a lot of changes and the intention is to put more conviction in our products," said Beehive vice president for marketing and sales Mike Mondragon.

Raquel P. Gomez

Sewing in the digital age

By Raquel P. Gomez

IT WAS A TOUCH SCREEN HIGH DEFinition color LCD display, a user-friendly user interface, a built-in camera, three USB ports, sensors and LED lights.

No, it isn't a new PC or touch-screen phone with cutting-edge technology. It is a sewing machine from Brother International, maker of home and business IT and sewing peripherals.

The NV1 Creativity Times 4 is a far cry from the wheel-and-pedal contraption that revolutionized needlework in the last century.

Affectionately called "the Dream Machine" by officials of Brother International, the NV1 is a multifunction sewing machine that allows a happy homemaker to dabble in sewing, embroidery, quilting and crafting.

Just how advanced is this sewing machine? The NV1 automates many functions of the traditional sewing machine through sensors and software programming. In fact, the NV1 literally is a sewing machine fused with PC functionalities.

The NV1 looks every inch like a traditional electric sewing machine but fitted with an 8-inch high-definition touch screen display that allows a user to see and select creative patterns to be sewn.

The patterns, which serve as an electronic guide for sewing, can be picked from 661 exclusive built-in embroidery designs. The user can also upload more designs from a USB drive to expand the collection of embroidery designs.

The NV1 is also the first machine in the industry to have a built-in camera above the needle that positions the needle to exactly where the user wants it to be. The camera also magnifies the area of the needle area.

The NV1 has a system that automates the process of inserting thread in the needle—no need to manually thread the needle as the machine does it for the user.

For embroidery function, the NV1 can identify the area of selection of the embroidery through the placement of a stylus on the embroidery hoop.

NV1 Creativity Times 4

Anywhere you put the "Snowman" sticker on the cloth to be embroidered, the machine automatically identifies it and the needle follows it accurately.

The machine's most interesting feature is the "Runway Lighting," a lighting system that is equivalent to the power of 56 standard LED lights with no inches of dull spots on the workspace that's quite big (50 square inches). This means more illumination, allowing the user to work in any condition while helping reduce eye strain.

The NV1, which targets hobbyists, crafters and entrepreneurs, has a suggested retail price of P200,000.

BUSINESS Monday

Fil-Estate makes a brand new start

By Dominic L. Lucas

FIL-ESTATE chair and CEO Robert John Sobrepeña

IT USED TO BE ONE OF THE LARGEST and most prominent real estate firms in the country at the height of the economic boom two decades ago.

Then came the 1997 East Asian financial crisis which swept through the region like a raging flood, leaving many sectors—like the property industry—devastated.

But what a difference a decade makes for a company like Fil-Estate Land Inc.

Even people intimately familiar with it in the late 1990s would be hard-pressed to draw comparisons with the firm that the business scrutiny took a close look at.

"It's a very different company now in the sense that, first and foremost, the Fil-Estate before used to pre-sell [projects]," says company chair and CEO Robert John L. Sobrepeña in an interview. "I think we were the largest pre-selling company then."

The financial crisis, however, ravaged the local corporate scene, rendering many business models—long thought to be "tried and tested"—obsolete.

"As a result of the experience during the crisis, we've shifted," Sobrepeña says. "It's a complete paradigm shift."

Whereas Fil-Estate used to rely on the pre-selling model (i.e. selling projects to clients long before the ground is even broken on the site), it now relies on a scheme that was previously unheard of in the property market.

"We now pre-develop. We develop first, we finish a project, and then we sell it," he said. "It's the exact opposite."

The Fil-Estate chief conceded that the company's new way of doing business—making sure that a property project is first completed before the first sale is made—can be more expensive, and often means it takes a little longer to complete them.

"It takes longer for us to launch projects because we have to raise project finance, and we have to finish the buildings [first]," he says. "But, at least in our experience, when we sell something, it's more. There are no ifs, no buts."

Sobrepeña—who was widely regarded as the enfant terrible of the property industry in the 1990s—explained that turning the pre-selling model on its head was probably the most radical move Fil-Estate had undertaken to overcome the crisis.

It does embarked on an aggressive debt repayment drive. Obligations that could not be settled through cash payments were settled with package arrangements with creditors.

"The only debt that we take on now is project finance-related," he says. "We don't borrow for the company or for operations, but we do borrow for project finance purposes."

Recalling his experiences in the aftermath of the 1997 meltdown, the Fil-Estate chief explains how difficult it was for him and the company.

"We were so spread out. We had so many huge projects, and when the Asian crisis hit, the market disappeared and the bank [credit lines] shut down," he says. "So we were left with financing problems for the projects. It took us time. Did we screw things up?

REAL HAIR. REAL RESULTS. NO GIMMICKS.

Call Us Now
706-1698
www.manzanaredsun.com
FOR A FREE AND PRIVATE CONSULTATION

Unit 1108, 11/F Tycoon Centre Pearl Drive, Ortigas Center, Pasig City, Philippines

SANRIO AWARDS LOCAL AGENT

Great Gifts Sales and Licensing International Corporation, the regional licensing and distribution agent of Sanrio in the Philippines (and other Asian countries) was recently honored with the Presidential Award. This citation was signed by Mr. Shintaro Tsuji, the founder of Sanrio last January 20, 2010 in Tokyo, Japan given during Sanrio Dealer's Night.

(L-R) Grace Yu, VP for Sales & Licensing GSSLI; Irene Yu, VP Merchandising GSSLI; Mitsukoshi Sanki Department Manager, Overseas Sales Department- Sanrio Co., Ltd- Japan, Yutaka Kashimura - Assistant Manager, Overseas Sales Department- Sanrio Co., Ltd- Japan; and Kitty Lai - Assistant Manager - Export Licensing - Sanrio Wave Hong Kong Co., Ltd

The Presidential is given to the Sanrio Agent with the most outstanding performance for their output from hard work and dedication to improving the business of Sanrio in their respective countries.

Sanrio items are exclusively distributed in the Philippines by Great Gifts Sales and Licensing International Corporation. (GGSLI) owns and operates all Gift Gate and Sanrio stores. For inquiries please call (632) 743-0301 or visit www.greatgifts-sli.com.

It's time to think big. Subscribe to PLDT myDSL Biz II series with up to 5 free PCs and a Biz Box, a WiFi capable modem with multiple ports for LAN networking. You'll also get broadband speeds of up to 8Mbps. All you need for a bigger, better business. For more information, call 181-888 or visit log on to www.pldtsme-vision.com.ph, email mbr@pldtsme-vision.com.ph or visit any PLDT business office.

PLAN	MRF	SPEED	FREE PC
Small Biz Biz	P 1,499	up to 1.5 MB	1 LCD Desktop
Small Biz II	P 1,999	up to 1.5 MB	1 laptop
Small Biz III	P 2,499	up to 2 MB	1 LCD desktop + 1 laptop
Powerpack I	P 3,499	up to 2 MB	2 LCD desktops + 1 laptop
Powerpack II	P 4,499	up to 2 MB	2 LCD desktops + 2 laptops
Powerpack III	P 5,499	up to 2 MB	3 LCD desktops + 2 laptops

Bonus: 4Mb e-mail hosting with WiFi capabilities - Up to 5 static IPs
Now with faster speeds and lower rates

PLDT

DSL

LIFESTYLEASIA IS THE LEADING LUXURY MAGAZINE

LIFESTYLE ASIA REMAINS ON THE FOREFRONT OF LUXURY

Minority shareholders find way to flex muscle

By Anna Lara
Contributor

ALONGSIDE THE RECENT WAVE OF mergers and acquisitions in the Philippines, there is a growing consciousness among institutional and retail investors to band together to safeguard their rights as minority shareholders of publicly listed firms.

The protection of minority shareholders has been described by the Philippine Stock Exchange—which itself has widespread ownership from a broker-owned and -controlled organization into a demutualized institution—as one of the "most advertised corporate governance issues on Philippine listed companies" during discussions with fund managers.

For minority shareholders, there is a higher risk of asset expropriation and insider abuse by majority shareholders, or, as a firm can be effortlessly structured to serve an insider's interest.

Thus a major threat to minority shareholders is the majority shareholder—a person or company that controls more than half the stock of a publicly traded corporation.

Balancing act

Yet, the concentration of ownership can be beneficial to companies because large shareholders provide intense monitoring and early strategic direction. Moreover, it is a sign of shareholder commitment that entitles the company's value.

For Ramon Marcial Javier, president of the Fund Managers Association of the Philippines (FMAP), developing a regulatory infrastructure to protect small investors tackled the issue of striking a balance between preserving minority shareholders and board supremacy.

"We need to have some flexibility in the implementation side to make it attractive for businesses...for the management, trustees and custodians. It's also business, and it has to make sense for business," the says.

Javier, who also heads the asset management and trust group of Bank of the Philippine Islands, says the FMAP board, which has been discussing the protection of minority shareholders, will put forward recommendations that may serve as a "major catalyst" to protect small investors.

But she holds a realistic outlook as ideas and how effective corporate governance reforms will be.

Javier says the recommendations will likely involve revised advocacy and the general philosophy is to represent minority shareholders through the asset industry.

"It will entail perhaps, bringing certain issues to appropriate regulatory bodies. [Another is] advocacy among our members and other players in the capital market because we would like to also work with other industry associations in this respect," she says.

The insider offer rule, which requires any company or person who acquires or intends to acquire at least 35 percent of a publicly held company to buy out other shareholders at the same price offered to the block seller, is a "very popular issue" of discussions.

A tender offer is a thorny issue in the local market and has been the subject of vibrant debates, such as in the case of power retailer Manila Electric Co., where Hon. Ban Ki Co. Ltd. of Hong Kong has become the single biggest stockholder, and in the case of oil refiner Petron Corp., where diversifying tycoon Miguel Corp. acquired an option to take over a controlling stake.

Javier admits that efforts to fix "are all discussions," but the real issue is about identifying problems and solutions to those problems, or at least recommendations.

Need for reform

A fund manager who handles large funds in the Philippines, says the power yielded by majority shareholders is one of the reasons why the country is not exactly a haven for large foreign funds.

"It is the perception that the Philippine stock market is open to investor friendly, particularly corporate agreements, so it's the root basic thing: protecting minority shareholders," says the fund manager, who declined to be identified.

Financial analysts have also long recommended anti-monopoly laws, the liberalization of trade by allowing local firms to be listed abroad, foreign ownership, and similar easy, to help drive competition and limit shareholder concentration within publicly traded firms.

This would, in turn, protect minority shareholders as corporate ownership is dispersed among several shareholders. However, such proposals have been met with very little success.

The Philippine Stock Exchange has embarked on a long journey of enhancing corporate governance, releasing a proposal that aims to protect minority shareholders and curb "abusive" related party transactions.

The draft proposal, which was released last Jan. 26, underscores the need for increased disclosure and listing rules, and identifies the need for independent directors to maintain their active and meaningful role in addressing corporate governance issues.

With the ball rolling, it will be up to both small and influential investors to keep the momentum going.

The promotion of minority shareholders is paramount if the Philippine market hopes to possess investor confidence in a populous emerging market where less than 1 percent of the people invest in the stock market.

Fil-Estate . . .

From page B1-1

He expressed optimism that Fil-Estate's new business model nowadays is not only sustainable, but is, in fact, the correct way forward for the entire industry.

"In the future, all real estate companies will have to go that way," he says about the decision to drop pre-selling activities altogether. "Now, we're the only ones doing it. There's nobody else."

Just as Fil-Estate became one of the pioneers of pre-selling in the 1990s, it is now pioneering a new scheme.

"But I believe that in the next two to three years, everybody will have to go that way due to newer events and emerging accounting guidelines," he says.

Tolentino points out that, by 2012, Philippine real estate companies will have to adopt a new accounting method where revenues can only be recognized once a building is completed.

This contrasts sharply with the present scheme where revenues can be recognized gradually as part of the developer are completed (or the so-called "percentage of completion" revenue recognition system).

"You won't be able to recognize revenues unless you have finished your building. You have to finish it 100 percent," he says. "This came from the international accounting standard and is being adopted locally. Of course, the industry asked for time, but by 2011 (last) it has to. We're way ahead of the curve because we're already doing that now."

So what's in store for Fil-Estate going forward, as it seeks to revitalize its glory?

According to Tolentino, the company is now focusing on "vertical developments" on top of its Southwoods, Camp John Hay, Fairways and Bluewater anchor projects.

"We're finishing up a number of our worksite, which are focused on affordable housing: Capitol Place, the Steps at 8 San Fernando go to Quezon City. These are vertical projects," he says. "We're finishing those high-rise buildings, and the next in line would be the big projects in the Harbor Town."

On top of this, the company is relying on a land bank of at least 6,000 hectares—most of these through joint venture deals with landowners—in the Metro Manila and the "Calabar" areas.

Tolentino says the firm will henceforth focus on housing, leisure, tourism and the economic-zone sectors, as well as on building office buildings for business parent outsourcing firms.

More importantly, Fil-Estate will soon be enhanced to reach its new vision in the near-

"We're putting all the financing together for a big push, this year and next," he says, adding that Dmb lands "in the area of P2-3 billion to start with this year" will be infused into the firm by a combination of bank and foreign partners initially.

"We'll be rebranding, as well," he says. "As a matter of fact, we're going to create functional companies on focused lines, separate ones for BPOs and for affordable housing. To example, Fil-Estate will just become a holding company."

"We may change the name as well," he adds. "Everything is completely different."

Indeed, what better way to make a fresh start, right?

Global university standards pushed

By Vincent Cabreza
Inquirer Northern Luzon

BAGUIO CITY—PEOPLE BEHIND THE world's top universities in Europe will apply a uniform training and grading standard for higher education this year, whether expected to contribute to an improved global economy.

And they have invited the Philippines along for the crusade.

European Union Ambassador Alistair MacDonald and university professors from Belgium, Japan, Singapore, Malaysia, Indonesia and the Philippines gathered here last Feb. 2 for a one-day International Conference on University Development through International Cooperation.

The conference was hosted by the Saint Louis University and the Benguet State University, which have a 10-year cooperation program inspired by the European education initiatives.

Growing concern

"A growing concern of policymakers in Europe and around the world is to ensure that our higher education institutions and systems are fit for purpose for the 21st century," MacDonald said.

"This is as much a concern in Asia in general, and the Philippines in particular, as it is in Europe. Globalization makes it more vital for universities to open up to international cooperation, to send and receive more students from abroad, and to ensure that the quality of their teaching and research meets domestic needs and international standards," he said.

He said globalizing the European academe "promotes and promotes European competitiveness, ensuring that our young people would be able to find their place in a caring, sharing and dynamic society."

Philippine universities provide insight as to how schools help improve local economies and social development, according to the conference papers.

Dr. Edmund Benavidez of SLU said his institution helped empower residents of a Benguet village through the growing market pegged to increasing them to beekeeping in 2004. The residents earned from the 35 tons of honey they harvested.

International partnership

"I don't need to convince you just how important higher education is to the future of any country... International partnerships are becoming increasingly important in the context of globalization and EU sees higher education as a strategic sector in strengthening our partnership and our cooperation with Asia," said MacDonald.

The EU is enforcing a European Higher Education Area in 2015 based on an intercontinental accord among 46 European countries called the Bologna Declaration (or the Bologna Process).

This initiative, MacDonald said, makes "academic degree standards and quality assurance standards comparable and compatible across Europe" and would therefore facilitate student movement "from one country to other (within the European Higher Education Area)—for the purpose of further study or employment."

Asia is already developing its own university area initiative beginning with Malaysia, Indonesia and Thailand at the SEIT, which is "a reflection of the Bologna Process," said Dr. Cynthia Ung-Arpilleda, director of Southeast Asia Ministers of Education Organization's Regional Center for Higher Education and Development.

The Philippines was not included in the pilot educational region because of its distance from the three countries, he said.

Bongabidan also said local universities may also have to contend with the fact that "a basic problem is the cost of basic education in the Philippines."

Establishing an Asian version of the Bologna Process will take more "for sure," because Asia is "a region of diversity" concerned Ung-Arpilleda.

Bongabidan also said Europe's Bologna Process unites 4,000 universities across a continent.

Pan-Asian standard

Southeast Asia, on the other hand, would need to develop formula that would provide a pan-Asian academic standard for 2,800 tertiary institutions, 1,547 Philippine campuses, 988 Malaysian universities and the 30 universities located in Singapore and Brunei, he said.

But growing populations and global trade have resulted in an increase in professional flyers which would make mobility around Asian universities a reasonable justification for regional cooperation, Bongabidan said.

Malaysian universities have been prepared for an increase of 75,000 foreign students in their campuses, and the government there expects the number to grow to 150,000 students by 2015, he said.

Taiwan is also looking at a range in cooperation with the batch of 400,000 babies in 2009 who universities must eventually serve, said Dr. Shih-Hsiung Chen, president of the Association of Taiwan Organic Agriculture Promotion.

Philippine campuses are not jumping to on this bandwagon blindly however.

Bro. Armin Luistro, FSC, president and chancellor of the De La Salle University said schools must still draw up terms to their cooperation to prevent leading countries to promote (Hijher) education from being privatized.

ENDANGERED TURTLE'S TRACKS
A marine Olive Ridley turtle, known also as Pacific Ridley turtle, leaves tracks in the sand after laying a clutch of over 100 eggs (inset) within the compound of the 1,000-square-meter gas-fired plant of First Gas, a First Gas subsidiary in Sta. Rita, Batangas. This marked the second time the First Gas compound served as a nesting place for this endangered species. To ensure a high hatching rate for the eggs, First Gas coordinated with the Department of Environment and Natural Resources to secure the nesting place.

BIR tweaks campaign . . .

By Jenny Mae Rosel

building equipment and shortcakes, guilty of not paying P6.7 million in income taxes over three years.

He said this brought to four the number of favorable court decisions on BATE cases.

In 2010, Bumgarner City Municipal Trial Court Branch No. 48 found the owners of BAD Lending Investor guilty of 17 counts of issuing false or unregistered receipts.

The BATE program got its first conviction when the CTA found Gloria Kimmay, distributor of Forever Living Products, guilty on two tax evasion cases amounting to P8 million.

"We got our second conviction from the Municipal Trial Court on the two tax evasion cases against Ms. Lourdes De Guzman, notoriously known as the 'Paper Lady,'" Corbatao said.

Before Tan Torres became revenue commissioner, he was senior deputy commissioner, a new BIR position that was created through an executive order issued last year.

Executive Order No. 027 mandates it to launch initiatives on capability building and image enhancement of the BIR.

Back then, Tan Torres explained that a senior deputy's function is "coming up with a system that would "improve tax collection monitoring of information, such as tax gap and tax losses arising from evasion or due to the underground economy."

He said the office was also expected to form a study on taxation and training geared to improve the BIR in terms of revenue collection.

Nobody has taken over the senior deputy's post since Tan Torres replaced him as S. Inquirino IV who resigned. But it seems the veteran taxman is wearing two hats these days.

It's time to think big. Subscribe to PLDT myDSL Biz. It comes with a DSL Box, a WiFi-capable modem with multiple ports for LAN networking. You'll also get up to 8Mbps broadband and up to 5 free PCs. All you need for a bigger, better business. For more information, call 107-888 or 117-8g on to www.pldtsme-nation.com.ph, email info@pldtsme-nation.com.ph or visit any PLDT business office.

PLAN	MRF	SPEED	FREE PC
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

PLDT

ONE DSL

Celebrate Heart Month with OMRON & watsons

Wanted: Transcendental leaders to beat crisis

By Chuper Medina
Correspondent

IN TIMES OF ECONOMIC TURMOIL BUSINESS managers who believe in and practice transcendental leadership have a better chance of bringing the ship to shore, according to Prof. Pablo Cardona, eminent human resource guru of IESE Business School based in Barcelona.

Cardona, who was in Manila recently for a series of lectures for top executives of companies and institutions such the Bangko Sentral ng Pilipinas and the Young Presidents' Organization, strongly urged members of top management to embrace the principles of transcendental leadership.

According to Cardona, leaders who espouse the transcendental approach imbue a sense of mission in everyone in the organization, put themselves as the service of their subordinates, are more demanding of themselves, and share success rather than keeping all the medals.

By doing so, they reinforce commitment and enthusiasm in their teams, more so in times of crisis.

An example of a truly transcendental leader for Cardona was Carl Hoover Jr., CEO of Versamax.

The market leader for Swiss army knives was a prospering company before their pocket knives were banned from any airport shop worldwide as a consequence of the terrorist attacks on Sept. 11.

"Swiss airport shops made up the bulk of Hoover's turnover, this announcement posed a great threat," Cardona said.

So what did Hoover do? Instead of reducing the number of employees, Cardona says that Hoover personally took his highly skilled employees to other companies to the area and asked CEOs to employ them as a temporary salary for a few months.

After Peterfriend restructured its product range, which included bright red travel gear still big white crosses available in airport shops worldwide, he got back his people.

The Versamax CEO was able to count on his people to draw times because employees saw him acting in agreement with the shared mission but all had profited from in good times before Sept. 11, said Cardona. Transcendental leadership had even spurred Hoover to act with a greater sense of urgency since the mission was at stake but with a greater sense of responsibility.

"When it comes to combat the crisis avenue the collective interests of shareholders, clients and employees, they will need a greater chance of being understood and accepted by employees, even when they involve layoffs," says Cardona.

Another example that Cardona cited was William George, who increased McKinsey Inc.'s stock market valuation from $1 billion to $78 billion over a decade as CEO of the firm. The employees were able to adapt to major strategic changes and at the same time make extraordinary sacrifices because they were fully confident in their leaders.

In contrast, are business CEOs, CFOs and managing directors closely focusing on the numbers in the balance sheet might be able to navigate their companies successfully through the financial turmoil by taking "tough" decisions, said Cardona.

But once the economy picks up again, such leaders will find that they can no longer motivate their workforce to follow a mutual goal. In fact, statistics showed that the majority of these leaders were ousted after failing to motivate employees at the end of the crisis, and hence actually lost their own talents by taking "tough" actions.

Transcendental leaders, on the other hand, were able to reinforce workers' commitment and enthusiasm in times of crisis. Once the crisis was over, leaders who maintained their commitment to the mission during tough times did not only survive the downturn but were better prepared for new challenges of the future, Cardona said.

In times of crisis, Cardona noted that many CEOs and their top management resort to an outdated form of leadership that harms both their individual hierarchical positions in the organization as well as the company's ability to ride through the tough times.

In the past, before the recent global financial crisis, many organizations adopted what is known as transformational leadership. Companies embarked on highly ambitious plans, with objectives such as to double turnover in five years or to become the best company in its class. This was embodied in a vision statement, a strategic plan, and corporate objectives. The role of a leader was to motivate the team.

With the crisis though, "this leadership style seems to have been abandoned in recent months," said Cardona. Many companies had to shelf ambitious plans and adopt urgent first fighting measures to survive.

"For many, what used to be an exciting project is now muddled with confusion and uncertainty. This, coupled with the lack of short- and medium-term vision, has prompted many executives to consider a return to the old style of leadership, known as transactional leadership," said Cardona.

In transactional leadership, the key objective of a CEO is to ensure the company's financial well being through the adoption of an authoritarian (command and control) style of management.

"To some extent, it shifts done to a style of leadership motivated purely by financial objectives, wholly engenders power and fear. This type of leadership is attractive as a fast way of implementing quick short term measures, but it saves fear and enervating power that modernizes employees' motivations and initiatives," said Cardona.

With transcendental leadership, though, the company's vision and strategy are grounded in a shared mission. According to Cardona, this form of leadership could also be described as mission-driven where during hard times, the leaders could rely on support for this shared mission to convince employees to make necessary sacrifices and changes.

"Transcendental leaders also do not limit leadership at their level but rather strive to spread it throughout the organization.

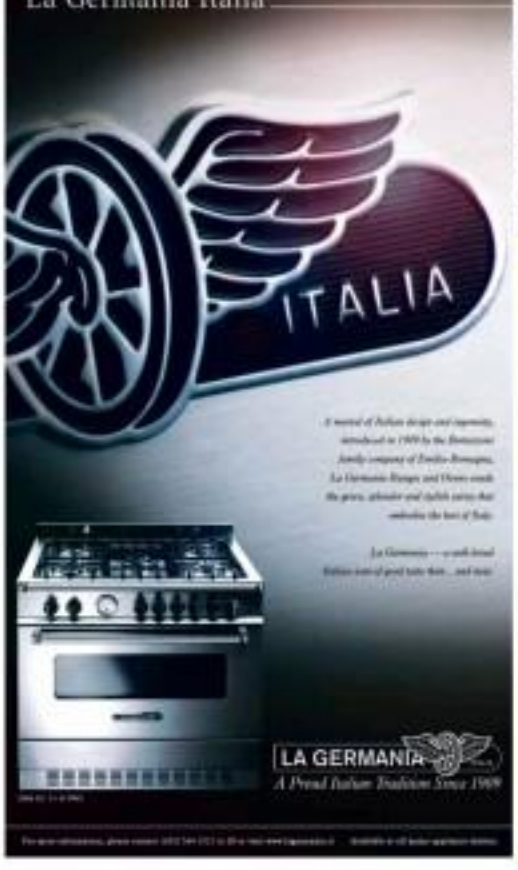
"They are leader-governing leaders, transmitting a sense of mission to their subordinates at each individual level of responsibility," he adds. "Transcendental leaders view their function as a service to their subordinates so that they in turn will be able to carry out the mission at their level in the hierarchy. As leaders of leaders, they demand greater responsibility and prefer to share success with subordinates rather than keep all the medals for themselves."

Cardona, who specializes in organizational development and people management, is noted for having introduced the concept of transcendental leadership as early in 2000. He visit to the Philippines is part of a program sponsored and organized by the University of Asia and Pacific (UAP), IESE's Associated Business School in the Philippines.

In the past year, over 1,000 senior executives from diverse sectors in the Philippines have participated in conferences delivered by various IESE professors. Since its founding in 1958 in Barcelona, IESE Business School has gained a reputation for its management education programs and is consistently ranked among the world's best.

IESE programs are designed and delivered by faculty who are recognized for their global mind-set, dedication to research, highly personal teaching style, and close ties to the international business community. While based in Spain, IESE delivers courses all over the world.

PROF. Pablo Cardona was in Manila recently for a series of lectures for top executives of companies and institutions.



BIR tweaks campaign to catch tax cheats

By Russel W. Domingo

THE BUREAU OF INTERNAL REVENUE is hearing the drums of basic courtesy as a strategy to win court cases against tax cheats—by lawyers and witnesses must show up, be on time and be prepared for hearings.

Revenue Commissioner Joel L. Tan Torres says Revenue Memorandum Order No. 21-2010 provides for the guidelines and procedures on handling tax court cases.

"With this RMO, the expected result is more favorable decisions that would enhance the image and stature of BIR's litigation and prosecution offices," Tan Torres says.

The order mandates the assistant commissioner for inspection services to monitor the attendance and time of requesting of BIR lawyers and witnesses.

In other words, someone will be assigned to go to the courts—such as the Regional Trial Courts in Metro Manila, the Court of Tax Appeals and the Supreme Court—where there are scheduled hearings to check whether lawyers and witnesses are present and on time.

Not only that, the person monitoring the attendance is also mandated to observe the hearing to get an idea of "the quality of the trial in court."

Those found to have acted late for the hearings or did not even show up would face "necessary action" from the BIR's legal office, the chief lawman says.

They "shall follow the 'BIR Time—On Time' basis," Tan Torres said. This "shall be closely monitored, and the BIR legal service shall institute the necessary action for non-observance."

Also, a checklist contained in the BIR order reads like the Ten Commandments on courtroom practice:

- Lawyers and witnesses, meaning revenue officers who are testifying, must coordinate closely on details of the case.
- BIR lawyers must sufficiently review the cases they are handling.
- They must submit quality pleadings on a timely basis.
- Revenue officers designated as witnesses must give priority attention and time for court cases.
- BIR lawyers are required to submit a report summarizing each hearing. To ensure compliance, proof of submission of each report is required when claiming allowances related to attending the hearings.
- These assessments will be published in a case digest that will come out monthly, he says in reference by all revenue officers.

When the court has decided on cases and the decision does not favor the BIR, Tan Torres has issued a separate circular on what to do in filing motions of reconsideration.

In addition, the BIR's legal office is expected to recommend remedies on BIR procedures found to be defective or inappropriate, aside from recommending disciplinary action on negligent revenue officers.

In an interview in December, Revenue Deputy Commissioner Gregorio V. Tan Liacco said the BIR would intensify its Run After Tax Evaders (RATE) program.

Cubistruc and Branch No. 160 of the Makati City Regional Trial Court recently found two top officials of Ardent International Products Inc., a local distributor of

LIFESTYLE Arts&Books

Cultural Center of the Philippines
EVENTS FOR THE WEEK: 15 – 21 February 2010
NET 25
CCP on RADIO
For more details and inquiries, call the CCP Box Office at 832-1125 loc. 1401 or visit the CCP website at

LOPEZ MUSEUM TURNS 50

"TOPLESS Visayan," ca. 1st Half 19th c.

The Philippines' most significant private museum

By Lito B. Zulueta

MARKING ITS 50TH ANniversary this year, the Lopez Memorial Museum remains the foremost private museum and historical research resource in the country, with an unparalleled collection of Philippine art, mostly of the Old and Modern Masters, and rare books, including Philippine incunabula, or books printed during the first 50 years of the invention of printing in the country in 1593.

Its collection of Philippine-related titles published in Europe in the 16th and 19th centuries is comprehensive, and its periodic, rich and popular printed materials such as

THE PHILIPPINES C2

Quest for maps to treasure

Carlos Quirino's seminal 'Philippine Cartography 1320-1899' is republished

By Leonisa Ma. Garcia
Contributor

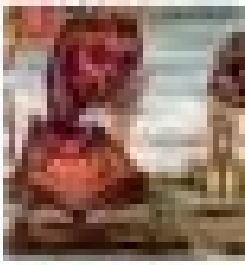
REVIEW

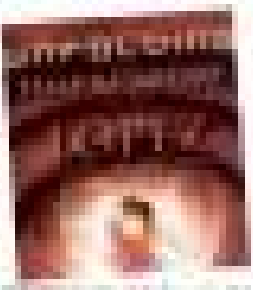
CARLOS QUIRINO'S "Philippine Cartography 1320-1899" (third edition, Filipiniana Classics, Vibal Foundation, 2010) may yet push more Filipinos to collect Philippine antique maps which

QUEST C3

MEN'S UNDERWEAR SALE
Now thru February 28
up to 50% off
on selected items
at the Men's Wear Department
SM
DEPARTMENT STORE

The Philippines' most significant





Michiensha exhibits performances at Rockwell Tent

Quest for maps to treasure

private museum

Visual Arts

NCCA art fest on Boracay

The National Committee for Visual Arts (NCVA) of the National Commission for Culture and the Arts (NCCA) mounts a two-day "Just my Timing" Harvest of the Arts in Boracay, Aklan, as part of the Philippine Arts Festival Thailand Arts Month. On Feb. 14-15, much of the seven fields of art will be represented in Boracay's beach town in an on-the-spot, open-to-the-public harvest-making event. Seven visual artists from the Visayas and Mindanao will make the historic Ambulatia Arts architecture. Jerry Villacin for ceramic, Merry Gracia for furniture, PG Informes for drama, Michelle Lua for visual arts, Gema Fernandez for film and Jefferson Bangot for dance. The seven artists will be joined by all 13 directors of the NCCA, led by NCCA head Eqal Tahsan Fernandez, in a body-painting event. Visit: www.pia1.com/culture.

Igan D'Bayan at Crucible

Igan D'Bayan's "Cadaka-Filipina" 3 will be exhibited at Crucible Feb. 16 in The Crucible Gallery (#3 E. SM Megamall, Mandaluyong; tel. 8356811). The painting finds self's every thing dark and ill-doubted about Philippine history but is informed by the artist's fascination with heavy metal iconography and sci-fi horror videogames.

Rojas at Rizco-Reyes

"A Far Away Mind" is an exhibit which consists of visual cosmogonies as a result of Stella Rojas' mind events as it yearns to escape's outbreaks. It opens Feb. 18 at Rizco-Reyes Art Galleries (UM Phinma Bldg., Maxima Garcia St., Makati; tel. 8900245; 0917-3244618; www.rizcoreyes.com). Composed of 20 paintings with almost jewel-like color intensity, the exhibit shows an increasing delight on the part of the artist to using strong dramatic contrasts to achieve the vision of nature's subtexture/density.

"FIELD of Lavender and Rue"

Tarot-card art at Arts Corpus

Arts Corpus Gallery (100 Hulg St., Sagong Silang, Mandaluyong; tel. 7174619) presents its first group show in 2010, "Romantic Impressions: Manila." This exhibition of paintings based on the Major Arcana of the Tarot features Filipino artists interpreting the 22 cards in the context of contemporary Filipino themes. Artists featured are Amica Arambulo, Honorio Gutierrez III, Ronald Jovenitz, Dominador Lanuza, Rommel Ramores, Jeffrey Salen and Jedward Herrera. The show runs until March 6.

"MAW ang Daigdig's," by Dominador Lanuza

Tagle at SSS

JR Tagle presents "Family Unity," featuring his paintings, mixed-media works, porcelain photos and sculptures that celebrate the family, at SSS Art Gallery (2/F SSS Bldg., East Ave., QC; tel. 8711400). Exhibit runs until March 3. All the artworks are for sale, for the benefit of street children educated at the artist's art workshops.

'Trio' in Intramuros

"Trio," featuring works by Angelica "Ica" Stetson, Ed Gerlach and Lizy Stanley Gerlach, runs until March 1 at Galeria de las Islas (2/F, Silahis Centre, 744 Gen. Luna St., Intramuros, Manila; tel. 527 2113). It shows Stetson's rendition of acrylic dots in acrylic

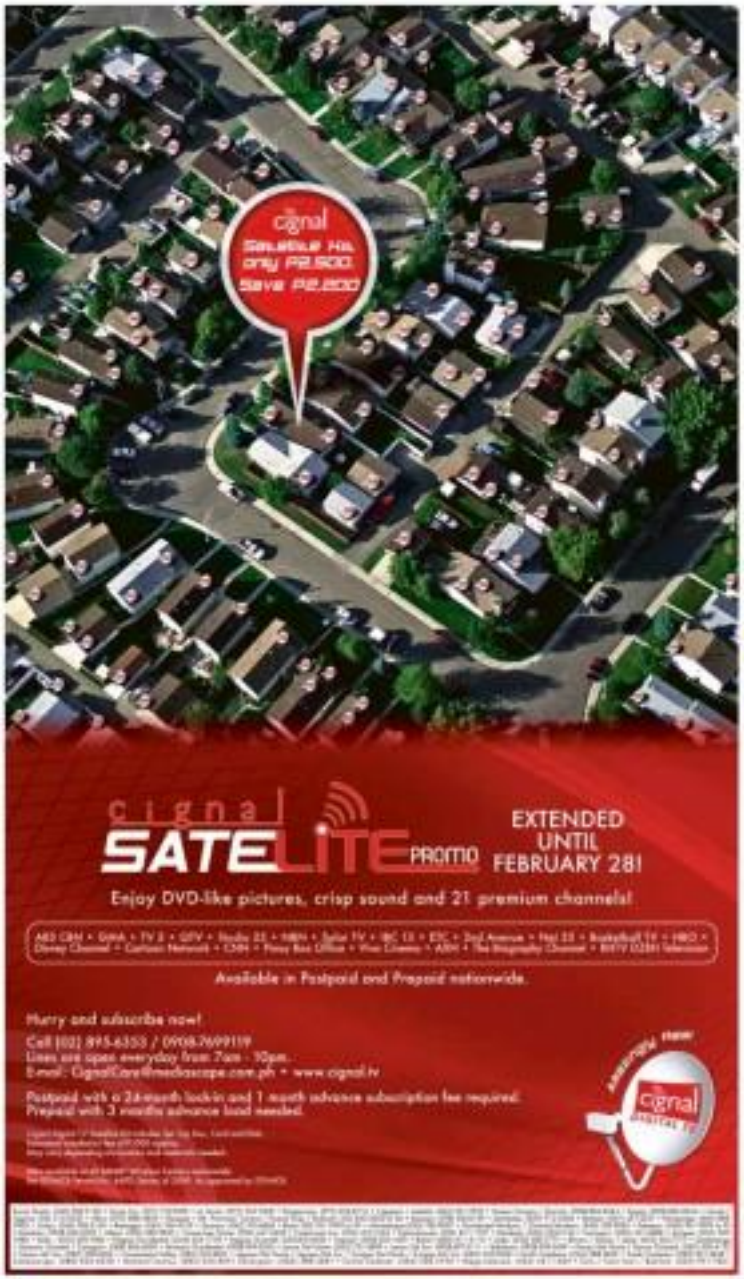
"TRIANGLE Rain" by Ed Gerlach

abstracts; Gerlach's snapshots of vivid emotions in black and white; and Lizy's "rejuvenated truth" in digital photographs.

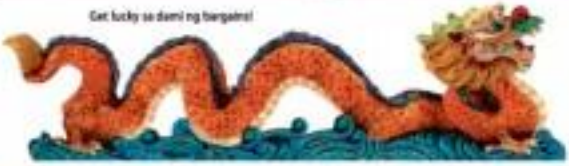
FROM the diaries collection of Mixed Aging

Fun art at Silong

Nimrod Agag's collection of remarkably fine-detailed silhouettes is exhibited in "Mumbo Jumbo Bar" at Silong, or Silong Art Gallery (106 E. Rodriguez Jr. Ave., along Ct. Ugong, Pasig).



LIFESTYLE Arts&Books



Roxas Boulevard's ugly circus of lights
STORY ON PAGE D2

In 'Invictus,' sports unifies a divided nation
STORY ON PAGE D4

Sun Life celebrates Chinese New Year with a Big Roar!

Sun Life Financial Philippines is set to celebrate the onset of the year of the metal tiger on February 15, with soaring spirits to be highlighted with a grand and festive line-up of activities in Makati and Binondo financial districts.

Festivities will begin at 08:00 am in Makati City with a motorcade led by the float of the roaring Tiger and will end with a lively dragon dance around The Enterprise Center (TEC) along Paseo de Roxas cor. Ayala. The program at the TEC starts with a performance by the tiger cheerers to set the mood for a roaring celebration, followed by a Chinese cultural show.

In the afternoon, the celebration makes its way to Binondo, Chinatown for a grand parade at 2pm, from the Jones Bridge all the way to the Plaza where an entertainment extravaganza awaits. The program at the Plaza starts at 3pm.

Adding spice to the event is the participation of well-known Feng Shui Master, Charlie Chao, – who will share his fearless forecasts and predictions for 2010. Lively performances by the Sindaw Performing Arts Guild and a wushu Exhibition by the Philippine Wushu Federation will add excitement to the show.

To culminate the program, balloons will be distributed to the audience where they can write their new year's resolutions. These balloons will all be released simultaneously into the air to symbolize that these resolutions will be realized and soar to great heights in the coming year.

"We orgon all our staff, agents, clients and their families and friends, and the general public to join us in welcoming the year of the metal tiger. Celebrating the Chinese New Year in this festive fashion has become a tradition in the Sun Life community. This is our way of inviting good tidings and more blessings as we continue to help Filipinos achieve financial security. Furthermore, the tiger symbolizes protection, a safe keeper that wards off harm, which speaks exactly of Sun Life's noble mission," says SLFP President & CEO Rizalina Mantaring.

Join Sun Life Financial as it welcomes the year of the metal tiger with a resounding roar! It's Time!

ROAR 虎 SOAR

KONG HSI FA CHAI

Welcome the Year of the Metal Tiger with a resounding ROAR.

On February 15, join Sun Life Financial as it SOARS to a mighty 2010. From Makati to Binondo, partake in the festivities of lively dragon and lion dances, float parade, cheering squad, wushu exhibition capped by a Chinese Cultural show.

Hear the Forecasts and predictions for the new year from Feng Shui Master Charlie Chao.

Roar and Soar to good fortune and prosperity this 2010.

Life's brighter under the sun

849-98-88
sunlife.com.ph

Sun Life Financial

Sun Life Financial's 2010 Chinese New Year Celebration

MAKATI (The Enterprise Center)
8:00 AM Tiger Float Motorcade (Makati CBD)
9:00 AM Dragon Dance
Lion Dance
Tiger Cheerdancers
Chinese Cultural Show
Chinese Tattoo Artist

BINONDO (Binondo Plaza)
2:00 PM Tiger Float Motorcade
3:00 PM The Roar and Soar Show
Dragon/Lion Dances
Tiger Cheerdancers
Chinese Cultural Show
Wushu Exhibition
Feng Shui Predictions

Roxas Boulevard's ugly circus of lights

PRIDE OF PLACE

Augusto F. Villalon

DURING THE holidays, my family and I headed for Roxas Boulevard at dusk to catch the fabled Manila Bay sunset.

We didn't catch the sunset. The view that we caught instead caught us by surprise.

Gone are the sweeping, late-afternoon views of sunsets on the bay that Manilans took so well-known for. The historic view has been pre-empted by years of unmatched sunlights that ruined the show from Mother Nature.

What we have these days are city streets ablaze with a pleasure of streetlights in the most astonishing colors, shapes and configurations, the Manila counterpart of the 21st century.

In less than a decade, streetlights have taken over as Manila's prime plant-makers that are shining symbols of urban identity, awash with gleaming kitsch.

In the carnival of lights Manila is rowing the plateaus of lights running the length of Roxas Boulevard from Manila to Pasay in the late afternoons for the city's nocturnal brightness.

On the Manila side, a row of lights along the seawall flames white folded-metal diffusers flying in the air, like the soft, stitched metal veils from the vintage "Flying Nun" television series.

The light they cast was not enough to light up the walk along the seawall, so one day they disappeared, but not to return. Rather than raise the darkness, the city set up another row of lights.

Along the seawall, a line of tall, glowing, bronze shafts end in a globe of white light in the midst of a fiery burst of red metal flames. A symbolic design, perhaps?

Still along the seawall, another group of lights has been inserted between the rows of metal flames. This set, in tall shafts glowing in the dark, holds up a cluster of lights that raise six lights high into the Roxas Boulevard atmosphere. How necessary is that?

Away from the seawall, flanking the curbs of the Manila side of the boulevard is a row of black-painted poles that hold up, high above the street, a large globe whose glow of light is encircled with smaller lights just as menacing like planet Saturn, or, for those of a cosmic eye, looking eerily like the 1950s spaceship Sputnik.

Lighting competition

The lighting saga continues to evolve. The other Sunday I drove on the Manila end of Roxas Boulevard and saw construction up still another row of lights between the Spanish flavours, tall, slender fixtures towering over the parade of lipsticks.

On the Pasay side of Roxas Boulevard, the lighting competition heats up. Flatirons here are spaced so close together. They are higher, bolder than those of their Manila neighbor. Stainless steel supports laced with colored acrylic inserts hold up large, cut-off-circle, heavily-shaded fixtures.

A good sign, though, is that no additional fixtures are being installed between the existing ones, or maybe there is no room space for anything else.

It's a Filipino trait. I am told, called *horror vacui*. It is the Filipino penchant for not leaving anything free-empty of filling every open cup with something.

It's here now in the purposeful old that had every single square centimeter painted or embossed with something, and when, of course that was not enough, phrases of statesman sprouted on the tops of vehicles while armies of stainless steel beasts crunched along their heads.

Aliens with figurines of the driver's favorite saint blinked away on dashboards, as if the only way to assure one would arrive at one's destination safely would be to declare that "God is my co-pilot."

Is it becoming a horror vacui situation in our city streets? Pretty soon, light fixtures will make our already treacherous urban sidewalks an obstacle course just as drivers dodge glaring lights from vehicles and street fixtures on the roadways.

It's streetlight overkill in the city these days. Fixtures are spaced much closer together than normal because of the proliferation by adding more fixtures whether it's for increasing lighting level or simply for increasing the number of light fixtures.

Why not limit the number of fixtures to only those that perform their primary lighting function well and economically?

Complex undertaking

As I slide my tongue into very deep thumb, I can say these lights are phenomenal. Although each one design is more outlandish than the last, they all share something in common—their inefficiency. They all throw light away uselessly in every direction except to the street and sidewalk where light is needed most.

Once there was a time when streetlights were simple. They just lit city streets and sidewalks. These days have mutated. Gone are those simple, utilitarian fixtures that didn't try so to be anything else but streetlights.

Providing light has evolved into a more complex undertaking these days. The issue now appears to have become an intensity race on who can provide the most outrageous flamboyant lighting fixtures.

Or does the carnival of lights that Manila turns into every night diffuse the focus from the city's increasing urban blight? Then those outrageous streetlights have turned out to be multi-colored glasses, covering Manila over in a layer of kitsch.

Most things change for the better. The new street lighting is a change that hasn't gone that way. Could this have been seen as a sad commentary on our quality of urban life over shifting down to kitsch level?

My colleague Ramir Haipus now the Intramuros Administration, once said what this country needed was a Department of Taste. I thought she was joking then, but now, in all honesty, I see much wisdom in her statement.

E-mail your comments and feedback to pride.place@gmail.com.

National Artist F. Sionil José to address young Cavite writers

THE TRANSFORMATIONAL influence of creative writing on the youth of today is expected to be discussed by National Artist and Ramon Magsaysay awardee F. Sionil José in the 3rd General Assembly of the Cavite Young Writers Association Inc. (CYWAI), says its president, aspiring writer and filmmaker Ronald Abreu.

The assembly will be held on July 28 at St. Dominic College of Asia, an emerging educational institution in the gateway of Cavite, in Molino II, Bacoor.

Other guests who will join the young writers are Gov. Erineo "Ering" Maliksi and Lani Mercado, wife of Sen. Ramon Revilla.

Aside from electing a new set of officers, the assembly will review its constitution and by-laws, the structure of the association, its programs and projects, as well as strengthening its advisory council.

The CYWA is a six-year-old SEC-registered organization which held literary caravans (workshops) in high schools and colleges of Cavite, published creative writers' Philparan and Indagan Weekly!, and cooperated with literature groups in the province, such as General Kalikasan-affiliated Morelos Kuwentistas Association, the University of Perpetual Help-Dasmariñas Program in the National Penitentiary, Muntinlupa, and Sanggunang Kabataan of Silang, Cavite.

Lectures and discussions who joined the activities of CYWA are National Artist for Literature Bienvenido Lumbera, poet-columnist and Centennial Awardee Cirilo F. Bautista, Jun Cruz Reyes, poet-screenwriter Dibila Bimalasan, prize-winning novelist Abdon Balde Jr., Palanca Award-winning writers Ino Andila, Gerry Gracia and Carlomar Daoana.

Senior writers in Cavite are also invited to the occasion.

INQUIRER mobile news

INQUIRER LIFESTYLE: In tomorrow's Lifestyle, read about how a go-with-the-flow couple raises their children; how to pack Christmas lights and decor for storage; and where to find the "batingting."

STAY AHEAD.

READ TOMORROW'S HEADLINES ON YOUR MOBILE PHONE.

text INQ <space> ON <space> STYLE to 4467 for SMS alerts

Call 896-6000 for more details.

New voices at Choice Expression

CHOICE EXPRESSION GALLERY OFFERS "Unsung Utopia," an art exhibition showcasing a new breed of exciting young artists from the University of Santo Tomas College of Fine Arts and Design.

Nicole Chan, Kevin Dale Balbon and Frances de los Angeles mount their first group exhibition, bursting with raw emotions in their own exploratory creative styles, tackling social issues and identity crisis.

Chan, through digital art, has translated her imaginative inquiring mind on the questions of intimacy, sexual freedom and self-actualization into images of human embodiment and popular pop art symbols painted in bright primary colors.

De los Angeles discloses his melancholic to a poetic fashion through images treated to bold contrast between light and dark.

Balbon's artworks is a playful expression on social issues done to a watercolor-like acrylic impression on canvas.

"Unsung Utopia" runs until March 3 at Choice Expression Gallery 2/F Avila Consolacion Building, 122 Jupiter St., Bel Air, Makati. Call 09223508996 or 895-0710. E-mail pleinairart1@yahoo.com.

"MAGSAN Cory," by Jerry Morada

'Yellow Paintings' exhibit pays tribute to Cory Aquino

BY MARIO Parisi

"YELLOW PAINTINGS," AN EXHIBIT OF 68 works by 15 artists in honor of Cory Aquino, opens Feb. 18, 5:30 p.m., at the ROSES, G/2, The Podium.

The exhibit gathers works that highlight yellow, the symbolic color that rallied a nation and enabled Aquino to restore democracy to the Philippines and establish her legacy.

The 1986 Edsa Revolution is universally celebrated as the turning point for Philippine history.

Presented by Philip Yeats and organized by Gabrio Joaquin Dollisate, the exhibit is curated by art historian Reuben Cabrio.

Yellow boy also hosts Philip Yeats's tagline for its commemorative limited-edition Cory Aquino watches.

Several portraits of the Filipino icon are done by Jerry Morada, representing various stages of President Cory's career.

Other paintings include the very poignant 60" x 48" oil-on-canvas work done by Amador Bacquilla, showing the funeral cortege of the president complete with thousands of her adoring countrymen, the Philippine flag and her four honor guards.

Cabrio has selected artworks from masters National Artist Arturo Luz's "Dialogue" and "Nine Women Conversing"; Arsenal Suazo's "Blessings Unfolding" and "As the Sun Sets Passes"; National Artist Federico Aguilar Alcuaz's "Still Life in Yellow"; Lydia Velasco's "Bandolerias (Yellow Pieces)" and "Yellow Shoots"; and Mario Parial's "Mother and Child."

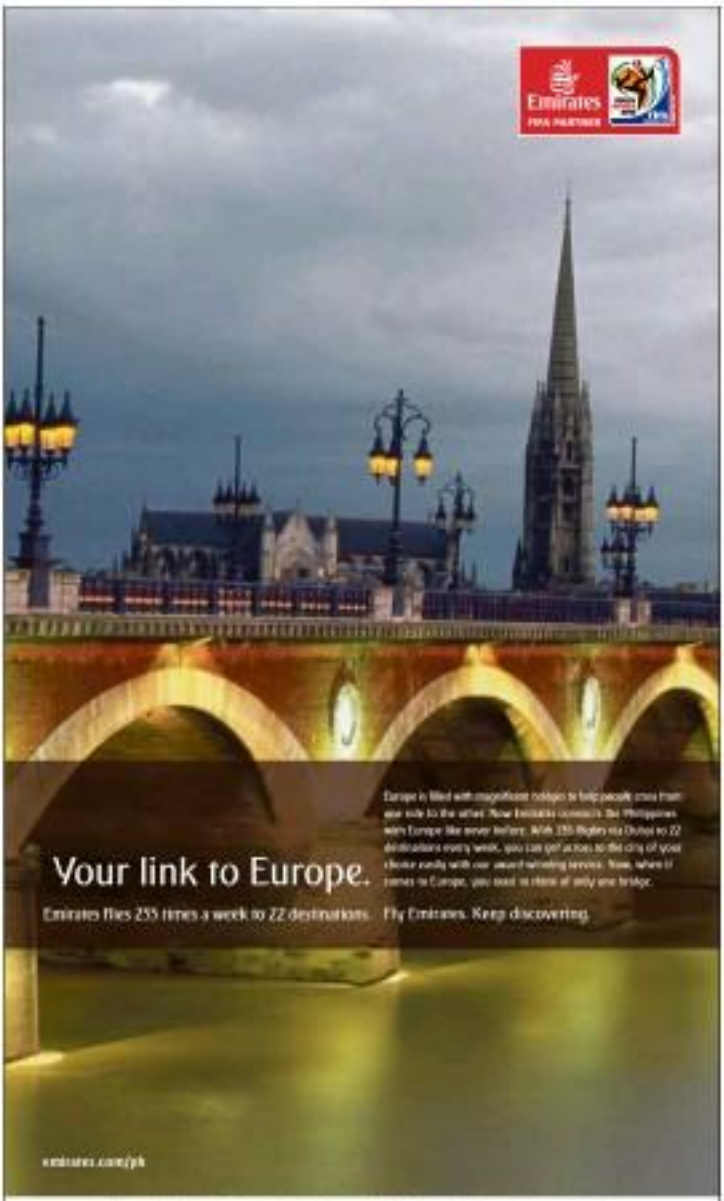
The exhibit also includes Dominic Torres's "Happy Family" 1-2 and Vincent de Pio and Aileen Lumen's plywood-inlaid oil paintings.

Other artists are Richard Arinzado, Jovan Benitez, Juniani Delfinlo, Cielo Magno, Simone Ordoma, Alpo Pingol and Edwin Tres Reyes.

Three of the artworks will be auctioned off during the evening's program with noted art critic Cid Reyes as auctioneer.

Preview of the show starts Feb 15. **For more info,** call 6347955 or 7239130; visit www.galeriejoaquin.com.

"BROTHERS," by Edwin Tres Reyes



FROM BOOK TO FILM

In 'Invictus,' sports unifies a divided nation

By Eldro Paul A. Peredo
Contributor

WHENEVER IS LOOTS is asked the stubborn power of sports may as well have the emotional level of zoom, incapable of expressing the human aspiration of victory after a struggle.

But James Smith's African President Nelson Mandela, the climax was not merely in being together tens of thousands of spectators to celebrate a game; it was to bring together tens of millions together to form one nation. This seems to be the thesis of journalist and author John Carlin in the 2008 book "Playing the Enemy: Nelson Mandela and the Game That Made a Nation."

When Mandela rose to the South African presidency in 1994, he was given charge of a nation in turmoil. Apartheid had just ended, but tension remained between the minority of white Afrikaners and the vengeful black majority.

Despite this, South Africa had campaigned to host the 1995 World Cup of rugby, a sport that has always described as the whites' secular religion, and in turn the very symbol of oppression for the black majority.

The unwavering nonviolence do not end there. Mandela himself was said to have showed against the South African rugby team while in prison for subversive activities against the former Afrikaner government.

The sport itself is hardly illustrative of diversity and gender-friendly conduct. The scrums and tackles can get bloody and even life-threatening (in that same World Cup, a Tongan player escaped with paralysis from the neck down).

At each other's throat

But Mandela, here on renewed, unsure, apparently hoped his team by sheer dwindles of inconvenience and actively supported the event, even going as far as to remember the Zulu tours South African Springboks, colors, symbols and all, as the young nation's official rugby union representatives.

All goes well in the end, with the underdog Springboks defying colossal odds to beat their traditional rivals, the India pre-

FIELDS Mandela hands over the 1995 Rugby Union World Cup to South African Springboks captain François Pienaar.

HUGGAN Pienaar in South African leader Nelson Mandela.

hensive New Zealand All Blacks, in the final.

The film version stars Freeman as Mandela, alongside Matt Damon as the inspiring Springbok captain, François Pienaar. Clint Eastwood is director.

Arguably, Eastwood had a way with the material. The chief hinge way, more than anything else, to effectively redress an outwardly banal and even politically slip of moral history with soul, one that ordinary people can recognize with.

Thus, it should not be a surprise that the focal point of Carlin and Eastwood's presentation is the Springbok Cinderella run against a much more favored and persecuted team, and the others that is had on a people who would have otherwise been as underdog's threat.

Some say Carlin's account of the events of 1995 overstimpli. But the plight of South Africa at the time is no way to tease. The scope and vision remains as damn right limited that it may be deemed a blasphemy of sorts.

The movie itself feature seems three times into the hypothetical drama soldiers the World Cup, and even, expectedly, uses sports montage format to give the most theatrical effect (Mandela is said to have given Pienaar as extract of Theodore Roosevelt's "The Man in the Arena" speech, and not the Henley poem).

Surmounting the odds

But maybe that's beside the point. The point may be that a men mortal with his own problems (highlighted, maybe too much, in the movie as Mandela's daughter with his estranged family), and charged with leading a country on the brink of civil war may in every crisis, rig at things not merely political but something more basic and valuable because it rests on the plane of the human: faith—what unites desire to surmount odds.

And when one has met powerfully and repeatedly resentment, dared to be stronger, faster and higher, than in the books of sports?

With "Invictus," the point, indeed, may not just be to exploit the theme for box-office glory or even an Oscar nod, to in total, that is, if we are to accept Carlin's thesis, for Mandela it may have been simply to show that in entire people can surmount odds and draw struggling athletes and dream.

When that happens, we, must on the odds, are also always certainly aware than even for just a moment, a unique, unanimous drive to achieve the impossible.

Like building a nation, perhaps.

"Invictus" opens this week in theaters nationwide.

New books on tax, customs laws

KEEP UP TO DATE ON THE LATEST laws and policies concerning Philippine taxation with new reference books available at National Book Store.

Philippine Taxation Handbook: A Simplified Course (January 2009 Edition), by taxation and middle management expert Danilo Dancuan, adopts all the recent changes introduced and issued by Philippine tax authorities. Specific amendments include those introduced by Republic Act (R.A.) Nos. 9337, 9361 and 9504.

National Internal Revenue Code of 1997 (July 2009 Edition) contains the most recent tax laws, including R.A. No. 9648. It also includes the Updated and Codified List of Relevant Tax Issuances.

Isidro C. Sibayan's best seller Handbook on Customs Administration serves as a handy information tool and guide for students, customs and revenue authorities, researchers, consultants and anyone interested in international trade. Each book is devoted to discussing topics such as Customs Law, Tariff Law, Customs Bonded Warehousing Operation and Port Regulations.

Follow National Book Store on Facebook and Twitter for exclusive offers.

IN THIS ISSUE
■ Fine chamber music /E2

LIFESTYLE Arts&Books

Philstage bares 2009 Gawad Buhay nominees

PRODUCTIONS AND ARTISTS of Ballet Philippines (BP), the Philippine Educational Theater Association (Peta), and Repertory Philippines (Rep) topped the nominations for 30 categories up for grabs in the 2009 Gawad Buhay: The Philstage Awards for the Performing Arts.

Now on its second year, Gawad Buhay is the first-ever industry awards conferred upon outstanding individual and group achievements in the performing arts by Philstage member-companies. It is judged by an independent jury composed of critics, reviewers, educators, artists and all-rounders.

With 13 nominations, BP's "Neo-Filipino" leads the race, followed closely by Peta's "Isang Ika-Tatlo Hinkatok ng Hesperia" and "Si Juan Tamad, Ang Hyatibo at ang Lihasang Milbong Bawa," with 12 and 11 nominations, respectively.

Rep's "A Portrait of the Artist as Filipino" navigated on with eight nominations to claim the fourth berth. Other major contenders include Ballet Manila's "Alamat: Encore at Mixx," Peta's "Ismol at Isabel," Rep's "Sweeney Todd" and Tanghalang Pilipino's "Tanikalang Ginto ng Mexico," with seven nominations each.

A dance trilogy that pays homage to the Filipino cultural heritage, BP's "Neo-Filipino" won citations for outstanding dance production, ensemble performance in a dance production, female lead performance in dance (Caroline Aden for "Amihan"), male lead performance in dance (Bing Gonzaga for "Kumintang" and Stanleon Endaya for "Ulaging"), female featured performance in dance (Marian Fuentes for "Amaria"), male featured performance in dance (Lindy Noveloso for "Ulaging"), adaptation or translation (Alice Reyes for "Kumintang"), choreographic for dance production (Alice Reyes for "Pitong Kabanata"), musical composition (Kidayo for "Kuh-Tung"); [illegible]

SHONEN Knife

All-female Japanese band Shonen Knife to jam with Pedicab in Manila concert

PREMIUM FOR SOME SERIOUSLY FUN punk-pop-rock performances is in the offing in Nihonga Fiesta when the legendary all-female Japanese band Shonen Knife rocks out with the country's all-male "rival" (dance and punk) band Pedicab in a free 2-rock concert.

Capping off this year's Nihonga Fiesta, presented by the Japan Foundation, Manila (JFM) and SM Supermalls and Mall of Asia, the concert will be held on Feb. 27 at SEDO Jim Miguel by the Bay, 7:30-9:30 p.m.

Fresh from their '20 tour, Shonen Knife makes a stop in Manila to perform their many beloved punk-pop hits, such as "Twinkle Head," "Banana

Chamber concert boosts Philippine-Spanish cultural ties

By Amores C. Hila
Contributor

A CHAMBER CONCERT featuring the University of Santo Tomas Chamber Orchestra, conducted by Benste Gunes, with Spanish cellist Iñaki Etxejarte, hosted existing cultural ties between Spain and the Philippines. The chamber orchestra is made up of UST Conservatory of Music students majoring in String Instruments.

The concert was the culminating activity of the UST Conservatory's String Week celebration, highlighted by a concerto competition for string instruments. It was presented in cooperation with the Instituto Cervantes de Manila and the Spanish Program for Cultural Cooperation (SPCC).

In his opening remarks, Jose Rodrigues, Instituto director and general coordinator of SPCC, expressed gladness for co-hosting the concert. He warmly invited students and faculty to avail of the cultural grants SPCC gives both in academic research and the performing arts, and urged them to visit its website at www.spcc.ph.

He told the audience it was nostalgic to come to the university, which is so Spanish, and is one of the leading institutions in existence that undertakes study on Hispanic culture, which forms a thick layer in the country's cultural life, the Philippines being its former colony for over three centuries.

DEAN Raul Sandoz (3rd from left) with professors Astrid Cuevas pantomime left) and Gina Medina (3rd from left) pose with the winners of the concerto competition.

CELLIST Iñaki Etxejarte acknowledges applause.

ETXEJARTE shakes hands with conductor Nyssim Lutas.

Absorbing charm

The venue was the UST Museum on the second floor of the UST Main Building, declared a Site Icon of Cultural Treasures recently by the National Museum. Acoustically, it is perfect for small ensembles, indeed, an ideal venue for solo and chamber performances.

Etxejarte's engagement as soloist in Haydn's Cello Concerto in C Major was the highlight of the concert which underscored the vibrancy of Philippine-Spanish friendship.

Needless to say, the cellist played with absorbing charm, regaled with a spirited response by the orchestra. Listening was mesmerizing.

Playing on a superbly built stringed instrument done by François Lajarosse in Paris, in 1760, Etxejarte dished out soulful, singing tones that covered with consummate brilliance, catapulted by any hardness at all. His tone eloquently brought out the flamboyant baroque flair of the piece.

The youthful musicians lived their playing with verve, matching the spark with which the cellist honed his playing. Greatly inspired, they met the challenge posed by a world-class soloist in full measure. There never was causality lost a listing which of jovial playing.

When the orchestra played the long introductory part to the first movement, allegro moderato, it was always a would and a right tandem with the hallmark of excellence.

Glorious listening

When the cellist played the first few bars, glorious listening was in the offing. The dialogue that ensued between the soloist and the orchestra was done with smooth aplomb. Music making was at its height being done from the same artistic player.

Comfortable seated on a piano stool, the cellist evoked the cadenza beautifully at the close of the movement. He gave more vim to volume at crescendo pp.

The second movement, which was scored in a slow pace (adagio). In the final movement, the tempo was equally bold.

Phrasing was articulately etched and the dynamics were assimilated in vivid manners. On the podium, Lucas, himself a concerto artiste, watched the ballet with supreme authority. When the last note was sounded, the cellist spontaneously wound up and gave the conductor a warm hug!

The audience's long thunderous applause compelled the cellist to give an encore, playing "La Bella Cancion (A Short Song)," probably a folk song from Northern Spain, this sounded like a lullaby.

Previously, Grieg's lost familiar but equally handsome suite, Holberg Suite, Op. 40, was played with spontaneous drive, bringing out the velvety tone of the string instruments, notably the violin section, the backbone of the ensemble.

Balance was quite remarkable as ensemble playing was sensitively carried throughout.

As in the concerto, the orchestra was enriched with the participation of a few alumni and guest wind instrumentalists, who also played in the String, reuniting spouses, "Variations of the Queen of Sheba," by Handel.

Concerto winners

During the intermission, UST Music dean Raul Sandoz, assisted by chairman Arlene Cuevas, who is second to fulfill his term as resident conductor of the Philippine Philharmonic Orchestra, and Gina Medina, coordinator of the String Department, who screened the participants, gave out the certificates to the winners of the concerto competition.

They were Jesse Templonuevo, first prize; Rida Mae Bravo, second; Jose Benjamin Gaoiran, third; and Julius Christopher Reyes and Bryan James Uy honorable mention.

OVER A DECADE OF BRIDGING THE GAP BETWEEN JOB SEEKERS AND HR PRACTITIONERS

PHILIPPINE DAILY INQUIRER JOB Market

LIBRE

CAREER EXPO2010

LOCAL AND OVERSEAS OPENINGS FOR HIGH SCHOOL AND COLLEGE GRADUATES

EVENT HIGHLIGHTS

- Instant freebies for the first 100 job seekers
- Hourly raffle
- FREE Training Seminars

FEBRUARY 15 & 16, 2010
TRINOMA ACTIVITY CENTER
TriNoma

www.jobmarketonline.com

CAREER EXPO EXPRESS PASS
Simply cut, fill out and submit the coupon at the Career Expo registration area. You can also log on to www.inquirer.net or www.jobmarketonline.com to pre-register.

Name: Age: Gender:
Address: Contact Numbers:
Email Address: School / Company:
Degree: Desired Position:

NO NEED TO WAIT IN LINE! Be a step ahead in finding your dream job!

Pioneer Life Honors Achievement with Works of Art

Chopin bicentenary and Cecile Licad as Chopin interpreter

By Pablo A. Tariman
Contributor

THE MUSIC WORLD IS PREPARING FOR the 200th anniversary of Polish composer Frederic Chopin with few concerts and multimedia events.

On Jan. 7, the Polish Television has launched a new website dedicated to Chopin's life and work. The site (chopin.tvp.pl) is a multimedia project offering unique video content from Polish Television archives. On top of this, the website features programs, records, concerts, interviews and Chopin-related news.

On this website, you may also watch the best-known film about Chopin—"Swim for Love," starring Dennis Arndsa and Piotr Adamczyk.

Over in Canada, the Vancouver Chopin Society and the Consulate General of the Republic of Poland will organize a festival May 14-16. Events will include lectures, performances and masters classes.

The piano recitals will be given by Wojciech Switala and Marc Laliberte, previous prizewinners of the Chopin competition. Iwona Sobotka-Jeziorska, director of the Institute of Musicology of the Warsaw University will give a lecture about Chopin's Preludes.

It may be noted it was the Vancouver critics who raved over Cecile Licad's performance of Chopin F Minor Concerto some years back. On that particular performance, a critic said Licad's encore was much better than the one rendered by the legendary Spanish pianist who passed away last Sept. 26.

Romantic ideal

Critic Josephine Hughes recalled his first Chopin encounter with Licad thus: "The pianist remains a commendably lovely figure and in this concert gave a performance of Chopin's Concerto No. 1 in F Minor, Op. 21, faithful to all its lineaments to what it thought to be the romantic ideal, but mercifully free of the dripping sentimentality to which all too many of its players fall prey. With the charge to do it, she brought tactile sort and color to the dance-like rhythms of its outer movements, and its 'larghetto' a heart-stopping—for again, never schmaltzy—sense of poetry."

For the record, Licad's first competition piano was Chopin's F Minor concerto, which was for her the Manila Young Artists auditions when she was barely in her teens. She nearly didn't make it to that competition because one juror thought the Chopin concerto was not suited for an 11-year old pianist.

Her mother Rosario said it was her daughter's teacher, Rosario Picazo, and the late Benjamin Tapay who opined Licad's playing of this concerto would prove her to be a genuine prodigy. They tested her enthusiasm, skills, poise and musicality in playing this concerto surrounding and far beyond her age.

The next Chopin concerto was Licad's debut with the New York Philharmonic under Zubin Mehta. Like Pinay and Espe, Licad's teacher Rudolf Serkin also chose the Chopin concerto for her debut piece with the orchestra. Coincidentally, Licad played the first movement of this concerto as her audition tape for Curtis, and she was accepted without reservation.

Triumphant night

The Chopin debut with the New York Philharmonic was one of Licad's triumphant nights and it was greeted with a standing ovation. On the audition was Mrs. Licad's cousin, Nicanor Guevara, who was with wife Amelita and Irene Marcos Araneta, invested by Mrs. Clinton in the luxurious apartment of Vice Pedor Tuchinda Bonafe Rovner, the host announced: "Tonight, a star is born, plain and simple."

The same Chopin concerto recorded with the London Philharmonic under Andre Previn won for Licad the Grand Prix du Disque awarded by the Chopin Society in Warsaw, Poland.

For the record, Licad was the first prizewinner of this CD competition. That event was actually the First International Record Competition Grand Prix du Disque Frederic Chopin held in Warsaw in 1985.

The jury was composed of Krzysztof Meyer (president), Andrzej Jasinski, Józef Kanski, Antoni Sutowicz, Janusz Olejniczak, Zbigniew Drzewiecki, Krzysztof Szabłowski and Jan Weber. The jury assessed 28 music CDs from 14 recording companies worldwide. Only two discs were awarded.

In the first category of Piano Music, the Grand Prix went to a Polskie produced disc: 4 Ballades, Scherzos with Dubravka Tomsic on the piano. In the second category of Duets and Orchestra Works, the Grand Prix was awarded to a USA-produced disc containing Piano Concerto No. 2 with Licad on the piano.

In her first recital in Poland, Licad used a Paderewski (second Polish pianist and statesman) piano, after which the critics hailed her as one of the "best Chopin interpreters in 15 years."

She was also invited to sit on the jury of the Chopin competition, but her manager had accepted a Hong Kong engagement which coincided with the competition proper.

(To be continued)

CECILE Licad (third from left) with Filipino fans during her "Hardy Chopin" recital in San Antonio, Texas. From left: Dr. Massimo Rapisardi, Ching Cantos-Allsworth-son Anthony and Dr. Omar Cantos.

Philippine Students Invited to join the "2nd IAA-Dentsu Global Student Poster Competition"

This competition provides advertising and marketing undergraduate students from around the world with a unique and vital educational opportunity by allowing them to produce and submit a theme-related poster. This year the theme will be "Biodiversity."

The major objectives of this year's competition are to raise awareness of the importance of maintaining biodiversity, particularly among peer groups, and motivate people to make changes to their daily lifestyles and consumption habits in order to preserve the earth's ecosystems. The competition is in support of the United Nations' Action on Biodiversity.

"Biodiversity is a critical issue as animal and plant species are becoming extinct at an alarming rate," says Mr. Yoshiaki Arasaka, United Nations Under Secretary-General for Communications and Public Information. "The UN has designated 2010 as the Year of International Biodiversity to raise awareness of this important issue. We need urgent action now. Young people are critical in making a difference. We need their energy, their creativity and their passion. I look forward to seeing the results of this important initiative."

More information about the United Nations Systems work on Biodiversity and on the Year of International Biodiversity can be found at http://www.cbd.int

Students can obtain information on the entry procedure, judging procedure and prizes from the IAA website at www.iaaglobal.org. The deadline for entries is March 1, 2010 and the winning creative works will be selected in May 2010.

An awards ceremony will be held in June 2010 and the Global Winner will receive a trophy and a cash prize of US$1,000 and a travel allowance of US$3,000. The second prize will be US$500 and the third prize will be US$300. The awarded works will be showcased in exhibitions around the world.

Dulaang UP's 'Arturo Ui' opens Feb. 17

DULAANG UP CLOSES ITS 34TH season with "Ang Muntik Nang Hindi Magiging Dighaltas! ni Arturo Ui," a contemporary adaptation of Bertolt Brecht's "The Resistible Rise of Arturo Ui."

Set amidst the economic turmoil of the 1930s, the play chronicles the rise of Arturo Ui, a Chicago mobster, and his attempts to control the cauliflower racket. Brecht intended his play to be a satirical allegory of Adolf Hitler's rise in Nazi Germany; this version puts a distinctly opera in the play by highlighting parallelisms between that era and present-day circumstances.

"Ang Muntik Nang Hindi Magiging Dighaltas! ni Arturo Ui" is directed by Alexander Cortes. Filipino adaptation is by Bathsheba Ballesteros, Joshua Ola and Pamela Sidney; original music by Diwa de Leon and choreography by Eleanor Garcon.

The show runs Feb. 19-March 7 at the Wilfredo Ma. Guerrero Theater, UP Diliman, Wednesday-Friday, 7 p.m., and on weekends, 11 a.m. and 2 p.m.

For more information, call 8906-3646018 or the Dulaang UP Office 9261269, 9828008 local 2609 or 4233494. Established in 1976, Dulaang UP is the country's premier academe-based theater company.

Ballet Philippines stages 'Neo-Filipino' to cap off 40th season

CATCH Ballet Philippines' contemporary ballet masterpiece "Neo-Filipino" at the CCP Little Theater, March 5-7.

TO END ITS 40TH anniversary season, Ballet Philippines offers Filipinos a contemporary ballet masterpiece with "Neo-Filipino" 2010. Dance in a Time of Change." The show, directed by Paul Alexander Morales, will be mounted at the CCP Little Theater, March 5-7.

A series that had drawn its roots in Iberian Arnis/Sinulog with concert and made its way to the Philippines in 1991, "Neo-Filipino" features the works by leading choreographers, including exhibitions from across other art disciplines.

With the choreos creating, "Neo-Filipino," expresses the concerns of the changing times, featuring dancers by talented young choreographers whose voices and aspirations reflect what it is to be a Filipino today.

This year's "Neo-Filipino" features Ballet Philippines ballerinas Carissa Adea and Iza Taruc in the choreographic presentation "Neo-Filipino" and "Pen of Rio," and marks the return of BP alumni Dwight Rodrigues Dane artistic director of his own company and Nuty Bordon, who will present his own "Si Whom Si Hoy Concerto," a piece dedicated to the Filipino artist small grandmother.

Meanwhile, resident choreographer Alden Lagmanis presents "Mardi and Hymns," inspired by the paintings of Bencomido Ibrahim and a collaboration with award-winning filmmaker Emerson Reyes.

"Neo-Filipino 2010" also marks the re-launching of Ballet Philippines II, which celebrates its 25th anniversary season since Agnes Locsin introduced "Sayang Sayang" to the country.

Ballet Philippines into line the road in February to take its new sojourn to Davao and Mindanao. Catch the premiere dance company during its 40-day tour in the following locations: Pandan (Feb. 15) and Tagum (Feb. 16).

For tickets and show information on "Neo-Filipino," contact Ballet Philippines at 811-1000 and 551-6111.

Philstage bares 2009 Gawad Buhay . . .

From page B1

costume design (Gino Gonzales for "Ulag ing"); lighting design (Kenneth Dawot); and set design (Gino Gonzales for "Ulaging").

Pete's "Siam Ba Yan: Buhatid ng Dayuhan," a psycho-emotional journey into the lives and loves of three people, earned the jurors' nods for outstanding play production, stage direction (Noonan Padilla), ensemble performance in a play, male lead performance in a play (Lea Salonga), fullscore Mordeca and Jack Vidgen), original script (Tonyo Perez), musical direction (Joel Bulanon), musical composition (Joel Bulanon), lighting design (Ian Verposaz), sound design (Arlen Alcantara), and set design (Salvador Bernal).

The individual categories yielded an exciting mix of nominations, pitting veteran and veteran relatively young friends. In yet another surprising development, the jury elected to honor two nominees in one standing (Sherrie de Jesus for Pete's "Siam Ba Yan") and featured performances in dance (Marian Rivera and Lucky Veneracion for BP's "Neo-Filipino").

Presidential Award, president of Philstage and artistic director of Tanghalang Pilipino, expressed satisfaction at the high level of artistry and steady patronage that performing arts productions achieved in 2009.

"Despite the economic and political crises, Filipino audiences have found the time to support Filipino artistic productions, particularly those that mirror present day realities," said Josef.

Philstage is the country's only organization of professional performing arts companies with a regular season programming of repertoire development and performance pedagogy training. Its board of directors include Pete's Melvin Lee, vice president; Ballet Philippines' family Fou Ortosio, secretary; Repertory Philippines' Gidget Reverente, treasurer; Artery Actors' Leonardo Lim, Ballet Manila's Bienvenido Lumbera, Cantabile Theatre Foundation's Tony Espejo, Organizasyon ng Pilipinong Mang-awit's Alicia Valdes, Trumpet's Joel Perez, and Philstage executive director Elinor Bellezza Ingles as members.

This year's Gawad Buhay jury is composed of Eric Alcala, Mikee Ang, Gloria Cadiz, Ronald Elejandro II, Arvin Ella, Ralph Semino Galan, Rolando Inocencio, Glenn Mas Dela Rea, Joy Pantoleon, Jose Tiny and Basilio Esteban Villareal. As jury members, they were appointed to watch all productions of Philstage member-companies throughout 2009 and hold deliberations to come up with quarterly citations.

List of nominees

The date and venue of the awards ceremony will be announced as soon as finalized. Below is the complete list of nominees.

Outstanding Play Production: Repertoire's "A Portrait of the Artist as Filipino", 5th Windows Theatre Company's "Sa Dulo ng Mansanas sa Dalawang Apples from the Desert", and Pete's "Siam Ba Yan: Buhatid ng Dayuhan."

Outstanding Musical Production: Pete's "Ismael at Isabel" and "Si Juan Tamad, Ang Dyabolo at ang Limang Milyong Bote"; and TFI's "Dalitan Zarzuwelah Zo Manilad".

Outstanding Dance Production: BP's "Alumni: Si Sibol at Si Cantaw"; and BP's "Masterworks" and "Neo-Filipino".

Outstanding Stage Direction: Jose Mari Avellana (Rep's "A Portrait of the Artist as Filipino"); Chris Millado (Rep's "Sa Dulo ng Mansanas sa Dalawang Apples from the Desert"); Jhunbel Legarda (Pete's "Ismael at Isabel"); Phil Noble (Pete's "Si Juan Tamad, Ang Dyabolo at ang Limang Milyong Bote"); and Nonon Padilla (Pete's "Siam Ba Yan: Buhatid ng Dayuhan")

Outstanding Musical Direction: Joel Bulanon (Pete's "Siam Ba Yan: Buhatid ng Dayuhan"); Ryan Cayabyab (Pete's "Si Juan Tamad, Ang Dyabolo at ang Limang Milyong Bote"); Vincent de Jesus (Pete's "Siam Ba Yan: Buhatid ng Dayuhan"); and Rudy Vera (Pete's "Ismael at Isabel").

Outstanding Ensemble Performance in a Play: The cast of TFI's "Mladenton Bravo ng Mindanao" and "Sliga Matamis sa Dayuhan"; and Pete's "Siam Ba Yan: Buhatid ng Dayuhan."

Outstanding Female Lead Performance in a Play: Liza Dimalanta and Mia Abad Santos (Rep's "A Portrait of the Artist as Filipino"); Ann Abad Santos (TFI's "Mladenton Namesh Bruhe"); Chamaine Cervantes Buyucanmo (TFI's "Mladenton Bravo ng Mindanao"); and Sherry Lara (TFI's "Sliga Matamis sa Dayuhan/Apples From the Desert")

Outstanding Male Lead Performance in a Play: Lou Veloso, Julliene Almodoza and Jack Vidgen (all for Pete's "Siam Ba Yan: Buhatid ng Dayuhan")

Outstanding Female Featured Performance in a Play: Shalex Ramapi (TFI's "A Streetcar Named Desire"); and Precious O'Hana (TFI's "Sliga Matamis sa Dayuhan/Apples From the Desert").

Outstanding Male Featured Performance in a Play: Chrome Cosio (TFI's "Mladenton Bravo ng Mindanao"); Dido de la Paz (Rep's "A Portrait of the Artist as Filipino"); and Jonathan Tadioan (TFI's "Bravo Pedrico Martinez")

Outstanding Ensemble Performance in a Musical: The cast of Pete's "Ismael at Isabel" and "Si Juan Tamad, Ang Dyabolo at ang Limang Milyong Bote"; and TFI's "Dalitan Zarzuwelah Zo Manilad".

Outstanding Female Lead Performance in a Musical: Cathriona Burtonwood (Rep's "I Love You Syracuse"); Menchu Lauchengco-Yulo (Rep's "Sweeney Todd"); and Dulce Valdez (TFI's "Dalitan Zarzuwelah Zo Manilad").

Outstanding Male Lead Performance in a Musical: Nar Cabico and Joey Paras (TFI's "Dalitan Zarzuwelah Zo Manilad"); and Ricardo Cepeda (Rep's "Sweeney Todd").

Outstanding Female Featured Performance in a Musical: Liesl Batucan (Rep's "Sweeney Todd"); and Kyla Rivera (Rep's "I Love You Because").

Outstanding Male Featured Performance in a Musical: Miguel Faustmann (Rep's "The Normandie"); and Primo Laurel and Shaun Uig (Rep's "Sweeney Todd").

Outstanding Director: Vincent de Jesus (Pete's "Si Juan Tamad, Ang Dyabolo at ang Limang Milyong Bote")

Outstanding Choreography for Play or Musical: Carlos Manchuco (Pete's "Ismael at Isabel"); and Enda Tesoro, Phil Noble and Carlos Manchuco (Pete's "Siam Ba Yan: Buhatid ng Dayuhan")

Outstanding Choreography for Dance Production: Angelyn Christian EU (Tesoro Dance Company's "Masterworks"); Alden Reyes "Amanda" (BP's "Neo-Filipino"); and Elton Vido's "Ensemble" (BP's "Masterworks")

Outstanding Ensemble Performance in a Dance Production: The cast of BP's "Alumni: Si Sibol at Si Cantaw"; and BP's "Masterworks" and "Neo-Filipino"

Outstanding Female Lead Performance in a Dance: Caroline Adea (BP's "Neo-Filipino"); Lea Macuja Elizalde (BMF's "Don Quixote"); and Yuan Marshall (BMF's "Alumni: Si Sibol at Si Cantaw")

Outstanding Male Lead Performance in a Dance: Francis Gaccano (BP's "Alumni: Si Sibol at Si Cantaw"); and Mag Ecampeza and Rowalson Tadao (BP's "Neo-Filipino")

Outstanding Female Featured Performance in a Dance: Marian Rivera (BP's "Neo-Filipino")

Outstanding Male Featured Performance in a Dance: Lucky Veneracion (BP's "Neo-Filipino")

Outstanding Adaptation or Translation: Alex Reyes (BP's "Amada" to "Neo-Filipino"); Jimmy Arellano (Rep's "A Portrait of the Artist as Filipino"); Liza Magtoto (TFI's "Mladenton Bravo ng Mindanao"); and Jose Nograles (TFI's "Mladenton Bravo ng Mindanao")

Outstanding Musical Direction: Joel Bulanon (Pete's "Siam Ba Yan: Buhatid ng Dayuhan"); Vincent de Jesus (Pete's "Si Juan Tamad, Ang Dyabolo at Ang Limang Milyong Bote"); Ryan Cayabyab (Pete's "Si Juan Tamad, Ang Dyabolo at ang Limang Milyong Bote"); and Rudy Vera (Pete's "Ismael at Isabel").

Outstanding Musical Composition: Vincent de Jesus (Pete's "Si Juan Tamad, Ang Dyabolo at ang Limang Milyong Bote"); Vincent de Jesus (TFI's "Dalitan Zarzuwelah Zo Manilad"); Kalayo (TFI's "Bravo Pedrico"); and Mehayen (TFI's "Mladenton Bravo ng Mindanao")

Outstanding Set Design: Salvador Bernal (Pete's "Siam Ba Yan: Buhatid ng Dayuhan"); Gino Gonzales (BP's "Neo-Filipino"); Jonathan Janobe (BMF's "Alumni: Si Sibol at Si Cantaw"); Noel Ang (Pete's "Ismael at Isabel"); Boni Juan Dy-ao's "Si Juan Tamad, Ang Dyabolo at ang Limang Milyong Bote"); and Tanya Bautista (TFI's "A Streetcar Named Desire/Mga Alaala ng Isang Mistikal")

Outstanding Costume Design: Michael Amerigo Allen (BMF's "Alumni: Si Sibol at Si Cantaw"); Gino Gonzales (BP's "Neo-Filipino"); Gino Gonzales (Rep's "Sweeney Todd"); Boni Juan (Pete's "Siam Tamad, Ang Dyabolo at Ang Limang Milyong Bote")

Outstanding Lighting Design: Ramon Conio (BP's "Neo-Filipino"); Martin Esteban (Rep's "A Portrait of the Artist as Filipino"); Ian Verposaz (Pete's "Siam Ba Yan: Buhatid ng Dayuhan"); Jimmy Villanueva (BMF's "Alumni: Si Sibol at Si Cantaw"); and Jonjon Villareal (Pete's "Si Juan Tamad, Ang Dyabolo at Ang Limang Milyong Bote")

Outstanding Sound Design: Lamberto Arellano Jr. (Rep's "A Portrait of the Artist as Filipino"); Arlen Alcantara (Pete's "Siam Ba Yan: Buhatid ng Dayuhan"); and Gio Bernardo (Pete's "Ismael at Isabel").

IABC/PHILIPPINES
International Association of Business Communicators

CEO EXCEL AWARDS 2010
Communication Excellence in Organizations

Now accepting nominations

Deadline: March 8, 2010
For details call 756-0441 or 497-1450
or email: info@iabc.com.ph
or log on to www.iabc.com.ph

Sponsors
Media Partners

All-female Japanese band . . .

From page E1

Onjuu." "It's a New Find" and their clarinet versions of "Top of the World" and "Daydream Believer," which have established the award-winning band from Osaka with a worldwide cult following and a career spanning an incredible 20 years.

The influential Japanese trio...influenced by a diverse roster of pop groups from the 1960s and early punk-rock acts from the '70s—even made massive fans out of alternative rock bands such as Sonic Youth and Nirvana, the latter inviting them on tour with them in the early '90s.

The late Nirvana frontman Kurt Cobain went on to describe his experience of watching Shonen Knife live as being "brainformed into a hysterical nine-year old girl at a Beatles concert."

The Silvango Piano will include a bilingual speech contest and quiz bee and a Japanese and Filipino street fashion exhibition and contest.

The events are open to the public. For inquiries, call JFIF at (02)811-6103 or e-mail:jfif@pacu.org.ph.

ENTERTAINMENT

Libre Eisner & Velasco

OVERHEARD

ELLEN DEGENERES, JUDGING HERSELF ON "AMERICAN Idol" debut: "I was honest... I was concerned I would be spooning around too much, but I [didn't]. Everyone is anxious to see how Simon [Cowell] and I are going to be together and, you know, I am too. [He] is funny, but he's also funny in a very dry, disrespectful segment's feelings... That doesn't feel good to me."/AP

Comelec ruling on stars 'a sad day for democracy,' says Ogie Dollywood /F4

INSIDE

At the Cinemas
Ayala Malls
GLORIETTA 4
GREENBELT 1
GREENBELT 2
ALABANG TOWN CENTER
TRINOMA
MARKET! MARKET!
AYALA CENTER CEBU
MARQUEE
For verification, please call 728-7777

The perfect spot for concerts, stage plays and corporate events.
onstage
GREENBELT
Now accepting bookings for March to May 2010.
So, for real quality shows, catch the limelight at OnStage Greenbelt!
For booking & inquiries, please call 755-7961 to 65
GREENBELT

At the Malls
GLORIETTA
And nig Serenya
February 10: Glorietta 4 Park
GREENBELT
Jaya Head
February 20-21: Greenbelt 3 Park
ALABANG TOWN CENTER
Southern Cuisine Cebu to prepare scrumptious with the chefs of Global Culinary & Hospitality Academy
AYALA CENTER CEBU
And nig Serenya - Philippine International Jose Feodicar
February 28-March 01: Activity Center
MARKET! MARKET!
Acoustic Lalan Sustainable Fair
February 19-March 01: Activity Center
TRINOMA
EFX Car Exhibit, February 19-21
Activity Center
BONIFACIO HIGH STREET
Harana, Best of Philippine Love Songs
February 20: Activity
Activity Pod and Activity Center
ORIENTAL
Romance in Retrospect
February 8, 9:30 pm to 12:00 am
Oriental Club, Bldg. 30
Bonifacio Global City
FREEBIE of the MONTH
TIMEZONE
FREE!!! Holy Kettle Corn! Silver Edition Popcorn for specific Powercard loads!
Valid from January 14 - February 15, 2010
*PROMO Terms & Conditions apply
www.timezone.com.ph
Glorietta
Greenbelt
Trinoma
Alabang Town Center
Ayala Center Cebu
Bonifacio High Street
Market! Market!
Tutuban
Tutuban Center
Tutuban Annex
Tutuban Mall
Tutuban Mall Annex
Tutuban Mall Annex 2
Tutuban Mall Annex 3
Tutuban Mall Annex 4
Tutuban Mall Annex 5
Tutuban Mall Annex 6
Tutuban Mall Annex 7
Tutuban Mall Annex 8
Tutuban Mall Annex 9
Tutuban Mall Annex 10
Tutuban Mall Annex 11
Tutuban Mall Annex 12
Tutuban Mall Annex 13
Tutuban Mall Annex 14
Tutuban Mall Annex 15
Tutuban Mall Annex 16
Tutuban Mall Annex 17
Tutuban Mall Annex 18
Tutuban Mall Annex 19
Tutuban Mall Annex 20
Tutuban Mall Annex 21
Tutuban Mall Annex 22
Tutuban Mall Annex 23
Tutuban Mall Annex 24
Tutuban Mall Annex 25
Tutuban Mall Annex 26
Tutuban Mall Annex 27
Tutuban Mall Annex 28
Tutuban Mall Annex 29
Tutuban Mall Annex 30
Tutuban Mall Annex 31
Tutuban Mall Annex 32
Tutuban Mall Annex 33
Tutuban Mall Annex 34
Tutuban Mall Annex 35
Tutuban Mall Annex 36
Tutuban Mall Annex 37
Tutuban Mall Annex 38
Tutuban Mall Annex 39
Tutuban Mall Annex 40
Tutuban Mall Annex 41
Tutuban Mall Annex 42
Tutuban Mall Annex 43
Tutuban Mall Annex 44
Tutuban Mall Annex 45
Tutuban Mall Annex 46
Tutuban Mall Annex 47
Tutuban Mall Annex 48
Tutuban Mall Annex 49
Tutuban Mall Annex 50
Tutuban Mall Annex 51
Tutuban Mall Annex 52
Tutuban Mall Annex 53
Tutuban Mall Annex 54
Tutuban Mall Annex 55
Tutuban Mall Annex 56
Tutuban Mall Annex 57
Tutuban Mall Annex 58
Tutuban Mall Annex 59
Tutuban Mall Annex 60
Tutuban Mall Annex 61
Tutuban Mall Annex 62
Tutuban Mall Annex 63
Tutuban Mall Annex 64
Tutuban Mall Annex 65
Tutuban Mall Annex 66
Tutuban Mall Annex 67
Tutuban Mall Annex 68
Tutuban Mall Annex 69
Tutuban Mall Annex 70
Tutuban Mall Annex 71
Tutuban Mall Annex 72
Tutuban Mall Annex 73
Tutuban Mall Annex 74
Tutuban Mall Annex 75
Tutuban Mall Annex 76
Tutuban Mall Annex 77
Tutuban Mall Annex 78
Tutuban Mall Annex 79
Tutuban Mall Annex 80
Tutuban Mall Annex 81
Tutuban Mall Annex 82
Tutuban Mall Annex 83
Tutuban Mall Annex 84
Tutuban Mall Annex 85
Tutuban Mall Annex 86
Tutuban Mall Annex 87
Tutuban Mall Annex 88
Tutuban Mall Annex 89
Tutuban Mall Annex 90
Tutuban Mall Annex 91
Tutuban Mall Annex 92
Tutuban Mall Annex 93
Tutuban Mall Annex 94
Tutuban Mall Annex 95
Tutuban Mall Annex 96
Tutuban Mall Annex 97
Tutuban Mall Annex 98
Tutuban Mall Annex 99
Tutuban Mall Annex 100

MMTA MOVIE GUIDE

A 'Glee' moment for Glaiza

By Bayani San Diego Jr.

GLAIZA DE CASTRO IS THRILLED THAT she is in the cast of ABS-CBN TV's "Diva." It's the first time that a local primetime show is dabbling in the musical drama-comedy genre, she notes.

Undoubtedly inspired by the success of such US series as "High School Musical" and "Glee," "Diva" would hopefully "start a new phenomenon on local television," Glaiza says.

"My character's signature song is 'Rapunzel (Ang Isang Awit),' but a little singing. Diva' is a mix of comedy and drama, with singing and dancing. When I read the script, I started laughing how the scenes would turn out. I'm sure the entertainment would be entertaining, as directed by Dominic Zapata," she says.

Unruffled

Glaiza plays Tiffany, an ambitious fashion and friend of Regine's singing superstar character, Melody. She's not the least bit ruffled that she's portraying yet another bad girl—after playing cousins of Wang Angeenis Mo ang Labas Sa Akin" (Claudy) and "Runaway to Heaven" (Jessica).

"I don't think I'll get typecast because I play different kinds of women each time," she explains. "The stories are different, as my characters' motivations are also different."

For Tiffany, it is an overwhelming desire to succeed at all costs. "She started out as kind and naive, but she is brainwashed and there is a drastic change in her life."

As roles go, she prefers complex, multi-sided, to one-dimensional martyrs. "Villa-cutouts, in some senses," she says. "It feels great that I get to draft from a role. From a performer's point of view, to make Tiffany, we portray reality. In shows like 'Diva,' we get to live out our fantasies."

Speaking of her indie work, her 2007 Cinemalaya entry Kenkè Pleno' "Still Life," was recently shown in New York, under the auspices of the Indiefeeno Foundation. She was nominated for an Unsettled Actress for this movie.

Indie

"It took time before it was shown abroad, but I'm happy that there was sustained interest in our labor of love," she says.

She is in the cast of another indie, "615," a political drama directed by UP-based Filipino Dayanad Brandon Relucio. "I play an undercover agent similar to Jennifer Lawrence's role on the TV show 'Misa,' when changing 'my look,' she relates.

Also in the works is "Rakestad," another indie and a musical drama directed by Quark Henares. "We are supposed to shoot next month. We are eagerly anticipating the film," she says. Long overdue, the movie is another labor of love. "It focuses on the music scene." Glaiza says. "I sing original pieces. I also collaborated on one song with Diwk Quark and Diego Castillo d'Santiago."

Ryan Seacrest dating show

"MOMMIES BOYS," A DATING SERIES created by self-confessed mamma's boy Ryan Seacrest, premieres tonight at 9 on E!TC.

The show centers on three mommy-obsessed, 30-something bachelors who help their adoring sons choose the perfect match from 30 girls.

Moving into a mansion in California with the girls, the mothers try to guide their sons' decisions each week as they eliminate and date possible love matches.

The women try to impress the bachelors, and the mothers try to control their sons' decisions. In the end will a momma's boy choose his mom or his love his heart?

How some stars try to raise market value

A TOP NETWORK HOSCINO TOLD ME that he and other bigwigs are quite amused about an ongoing network game. "Nakakatawa mga taga-ibang network. Sila mismo nagpapa-flood ng news na they are being pirated by us. Ito ha reach is, they are the ones who keep sending us leaks!," he reveals. "Style nila 'Yan para maraming mag-market sakin sa iba-ibang network. To network kasi pag nag-release ng leaks, mas lalo na nagpapa-market sa amin para mag-buy ng free film screening sa office."

Just because the grass seems greener on the other side of the fence, it doesn't mean there's always a green light for everybody to jump in.

Ogie Alcasid and Regine Velasquez are in a euphoric state after their successful concert in Doha and Dubai. What was the best part of the trip? **Your being with Reg in a concert is always a wonderful experience,** Ogie says.

He quips: never mind lovely, disappointed ladies. I asked him about his sentiments regarding the Comelec's order for celebrities endorsing candidates to take a leave. "It's a sad day for democracy," he sighs. "But I don't want to add to the trouble by commenting further."

Rooming Ogie, he would say it 'hot through-another-hit composition.

DOLLY WOOD

Dolly Anne Carvajal

I was ecstatic when Michael Jackson's cool vocal coach, Osman Hidley, sent me a message on Facebook after I posted the link to my column where I mentioned him. His message gave "Thank you, Sweetheart. I really appreciate it."

I kept screaming like crazy upon reading his message. It's the nicest thing to hearing from MJ himself. My kids had to rush to my room to check if I was all right.

They teased me, "Ma, mukha ka ng 'Idolator' mo. Magpa-check up ka na!"

Dolan wrote a very touching piece about MJ. I am waiting for his go-signal to share it with you. MJ's legacy is transmitted through great artists like Osman.

I still could not contain my excitement after hearing from Osman when another surprise came my way. MJ's fab guitarist in "This Is It," **Orlando Pasagnes, accepted my invitation** to be his Facebook contact and she even sent me a message to thank me for tagging her in my solo picture of hundreds with the caption, "Never Mummy & The Others to-related."

MJ's family strongly suspects there's a conspiracy behind MJ's sudden death. Osmanli shares the same sentiments as all MJ diehards, that he perished physician, Dr. Conrad Murray, should be incarcerated for manslaughter. The King of Pop deserves such a big fan that absolute justice.

Roderick Paulate is raring to do the pilot episode of Alanis Bautista's show on TV5. "Matchmaker I am both excited," he gushes. "It's been a long time since we last worked together, as 'Pik Isa' director. Aamin at tawanan kami ron ang. And we turned writers when we talked about our dear departed mama who both passed away recently. She asked me about yung pagsubok ko sa politics. *Sabi ko kesahodon pa lang ako (laughs).*"

Matlu's new show will feature different comedians every week. It could be a comedy, comedy or even a musical. The episode with Deb is about two people who are fighting over the custody and love of one child.

According to Deb, it's a comedy so may pasa. Get ready for an overdose of laughter and love!

E-mail answeringbabaengel@yahoo.com.

need a job?

GREENHILLS CINEMAS
THEATRE MART
PROMENADE
1 2 3 4 5
FOREVER Love

Leno to Letterman: Thanks for ad invite

NEW YORK—LATE NIGHT TV HOST JAY Leno has a message for rival David Letterman: "Thanks."

Leno said that "whatever happened in the last 24 years disappeared" when the two comics got together in this their surprise Super Bowl ad last week.

"He was very gracious," Leno said Monday on his own show, which ends Tuesday. "We talked about the old days. We told some jokes. It was really good to see him."

Letterman's afternoon writing the "Tonight" show job in Leno exactly two decades ago has long been irrelevant to his CBS viewers. Leno is a frequent target of Letterman's jokes, which escalated during last month's climax over Leno overturning the "Tonight" show Leno returned like when the jokes got particularly rough.

It was a perfect setup for the Super Bowl promo. A grumpy Letterman complained to Oprah Winfrey about being at a lousy Super Bowl party, and the viewers panned back to reveal Leno on the other side of a couch, saying, "He's just saying that because I'm here."

"No matter what controversy there is between you two, a good joke is a good joke," Leno said.

Letterman, for his part, joked in his monologue about his mother wondering who it was setting on the couch with Winfrey and Leno.

"People really thought this was big-time stuff, as I just want to take a second here now to thank the actors who played Oprah and also Jay Leno," he said on his show Monday. "They did a tremendous job."

CHEER FACTOR

Araneta Center
Shop, Dine & Win Tickets!
EXPERIENCE THE DIFFERENCE
Araneta Cinemas
Gateway
Robinsons
Trinoma
Fairview Terraces
Robinsons Galleria
Shangri-la Plaza
Power Plant Mall
Greenhills
Market! Market!
Glorietta
Ayala Malls
Trinoma
Fairview Terraces
Robinsons Galleria
Shangri-la Plaza
Power Plant Mall
Greenhills
Market! Market!
Glorietta
Ayala Malls
Araneta Cinemas
Gateway
Robinsons

GARFIELD

A. UPPAH

PUGAD BAABY

DICK TRACY

LOVE BOOTS

JAMES BOND

DIVINE COMEDY

BABY BLUES

TULDOK

SEN

BIRD MACHINE

SHERMAN'S LAGOON

HOROSCOPE

BY FRANCIS CEBRIAN

ARIES (March 21 to April 19): This is a great day for sports. So, stick outside the day. Expect challenges in the way and fulfillment.

TAURUS (April 20 to May 20): You'll work much to get better on yourself at home today. Time to familiarize to reduce disruptions and hence and make plans where there is deficiency.

GEMINI (May 21 to June 20): You're unusually contributing today? You're dragged to your efforts to pursue what you want. You're unusually determined in all your conversations.

CANCER (June 21 to July 22): You're willpower work hard to earn money today. You have amazing endurance and diversity in activities. However, this same influence could make yourself hard to a particular group or opposition.

LEO (July 23 to Aug. 22): Your energy is somehow today! You can work incredibly. Capitalize on this abundant influence and accomplish as much as possible. Nothing is too much trouble for you today.

VIRGO (Aug. 23 to Sept. 22): Rains in you are revolutionary, you are unfamiliar in doing something behind the scenes. At this point, you are extraordinary to get something done.

LIBRA (Sept. 23 to Oct. 23): Join forces with others or with groups and study to get something done today. You have amazing energy to keep on board. People will be impressed by your efforts.

SCORPIO (Oct. 24 to Nov. 21): You are truly ambitious today! Nothing can get in the way of working for what you want. You're willing to do everything you can. Confidence and innovation inspire you!

SAGITTARIUS (Nov. 22 to Dec. 21): This is a good day in order plans for future travel plans for higher education or both. You have a lot to learn today. Long-term understanding, motivation, and the best. You are in luck!

CAPRICORN (Dec. 22 to Jan. 19): Be on hand details about shared property or anything you own jointly with others. Your determination to do the right thing is strong.

AQUARIUS (Jan. 20 to Feb. 18): You can either fight a problem or figure it out to get it done. Which will you choose? Try to. Be flexible in your routine choices. What do you think?

PISCES (Feb. 19 to March 20): This is a wonderful day to do anything that requires diligence, perseverance, determination and routine planning. You achieve it patiently. Invest in your goals – and feel it every step of the way!

CONCEPTIS SU DOKU

HOW TO PLAY SU DOKU

Fill the grid so that every column, every row and every 3x3 box contains the digits 1 to 9. Tips and program at www.sudoku.com

Answer to previous puzzle

8	3	4	6	7	5	9	1	2
7	1	9	2	8	3	4	6	5
6	2	5	9	1	4	3	7	8
3	9	6	4	5	7	1	2	8
4	5	7	1	3	8	6	9	4
1	8	2	3	9	6	5	4	7
9	4	8	7	6	1	2	5	3
5	6	3	8	4	2	7	3	1
2	7	1	5	2	9	8	3	6

Concepts Sudoku By Dave Green

	1		7		3		9	
2								1
			8	2	1			
5		9	4		6	1		2
		6		7		4		
4		3	1		8	9		6
			5	9	4			
9								5
	5		3		2		1	

Difficulty Level ●

CROSSWORD PUZZLE

CINEMA ACCESS: 995-5555

MOVIEWORLD

ROBINSONS MOVIEWORLD CINEMA MOVIE GUIDE

www.robinsonsmovieworld.com

GALLERIA

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF	6 AVATAR (Digital 3D)
2 DEAR JOHN	7 LOVE HAPPENS
3 VALENTINE'S DAY	8 BIG
4 THE WOLFMAN	9 LESSON
5 PAANO NA KAYA	10 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF

MANILA

1 THE WOLFMAN
2 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
3 VALENTINE'S DAY
4 DEAR JOHN
5 PAANO NA KAYA
6 LOVE HAPPENS
7 LESSON

METRO EAST

1 DEAR JOHN
2 THE WOLFMAN
3 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
4 VALENTINE'S DAY
5 LESSON
6 AVATAR
7 DIARY OF
8 THE PRINCESS & THE FROG

NOVALICHES

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
2 VALENTINE'S DAY
3 DEAR JOHN
4 THE WOLFMAN

FORUM ROBINSONS

1 THE WOLFMAN
2 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
3 VALENTINE'S DAY
4 DEAR JOHN

MOVIEWORLD

Barkada Treat

PROMO MECHANICS:

1. Customer must have a minimum single purchase of three (3) movie tickets at Robinsons Movieworld CENSOR to avail of the free movie ticket.
2. Customer will automatically receive one (1) free ticket pass.
3. The free movie pass is valid for use any day, and movies until April 19, 2010.
4. The movie pass is not convertible to cash.
5. Upon usage of the free movie pass, customer should surrender the free movie pass at the ticket booth in exchange of a movie ticket.

Promo Duration: February 1 to 28, 2010

STA. ROSA

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
2 VALENTINE'S DAY
3 THE WOLFMAN
4 PAANO NA KAYA

LIPA

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
2 THE WOLFMAN
3 PRINCESS AND THE FROG
4 THE BLIND SIDE
5 PAANO NA KAYA

DASMARIÑAS

1 PAANO NA KAYA
2 VALENTINE'S DAY
3 THE WOLFMAN
4 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF

STARMELLS

1 VALENTINE'S DAY
2 PAANO NA KAYA
3 AVATAR
4 THE PRINCESS & THE FROG
5 THE WOLFMAN
6 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF

IMUS

1 VALENTINE'S DAY
2 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
3 THE WOLFMAN
4 PAANO NA KAYA

ANGELES

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
2 PAANO NA KAYA
3 VALENTINE'S DAY
4 THE WOLFMAN

TACLOBAN

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
2 THE SPY NEXT DOOR
3 ALVIN & THE CHIPMUNKS: THE SQUEAKQUEL

DUMAGUETE

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
2 ALVIN & THE CHIPMUNKS: THE SQUEAKQUEL
3 THE SPY NEXT DOOR

BACOLOD

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
2 VALENTINE'S DAY
3 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
4 THE IMAGINARIUM OF DR. PARNASSUS
5 PAANO NA KAYA
6 LESSON

ILOILO

1 PERCY JACKSON & OLYMPIANS: THE LIGHTNING THIEF
2 PAANO NA KAYA
3 VALENTINE'S DAY
4 THE WOLFMAN
5 SOLOMON KANE
6 LESSON

GENSAN

1 LESSON
2 THE TOOTH FAIRY
3 UNIVERSAL SOLDIER: REGENERATION
4 MESSENGERS 2: THE SCARECROW

ILOCOS NORTE (NOW OPEN!)

1 THE TOOTH FAIRY
2 LESSON
3 PAANO NA KAYA

WATCH IT LIVE via SATELLITE

Pacquiao vs. Clottey

March 14, 2010
Sunday
8:00AM

BOXING MATCH!

BUY YOUR TICKETS NOW!

P550 Galleria, Manila & Metro East
P450 Imus, Iloilo and Bacolod
P350 Tacloban, Dumaguete, Gensan Ilocos Norte

MOVIEWORLD

visit: www.smcinema.com

SM CINEMA

ONLINE PROMO!

Log on to www.smcinema.com and get a chance to win Limited edition THE WOLFMAN T-SHIRTS

NOW SHOWING

DIGITAL 3D

IMAX

VALENTINE'S DAY / PERCY JACKSON

FORUM

PERCY JACKSON | VALENTINE'S DAY

metro manila

NORTH EDSA | MALL OF ASIA | MEGAMALL

FAIRVIEW | CITY MARILA | CITY SAN LAZARO

CITY STA. MESA | SOUTHMALL | MARIKINA

GALLERIA | CITY MACAT | CITY SAN PEDRO

bicol

CITY NAGA | CITY LEGAZPI

visayas • mindanao

CITY DAVAO | CITY CEBU | CITY ILOILO

CITY BACOLOD | CITY BACOLOD 2

ALL MAJOR CREDIT CARDS NOW ACCEPTED IN ALL SM CINEMA BRANCHES

OFFERS A WIDE VARIETY OF FOOD AND DRINKS AT ALL SM CINEMA LOBBIES

PLDT myDSL Watchpad and Channel [V] unleash the biggest event in broadband entertainment with Musicfest 2010

Always set to bring subscribers the freshest content and most exciting entertainment, PLDT myDSL's groundbreaking innovation Watchpad kicked things off with its newest partner, Channel V by presenting the year's biggest music event yet.

Lucky myDSL Watchpad subscribers won tickets to Musicfest 2010, which brought worldwide performers Kris Allen, Boyce Avenue and Jabbawockeez to the country for back-to-back shows in Manila and Cebu. At the center of it all was Watchpad, covering the engaging interviews and energetic performances with the help of Channel V's VJs and Watchpad's own celebrities, Rhian Ramos, Isabel Oli and Viktor Alfwalle, who also spent sometime backstage to chat with the artists.

Subscribers of myDSL can now log on to their Watchpad accounts to view exclusive content of the concerts, interviews and behind-the-scenes footage free from their DSL-powered PCs.

The Moa

At the pre-concert press conference with Jabbawockeez, hosted by PLDT myDSL Watchpad and Channel V.

Top entertainment insiders, myDSL Watchpad's Ivy Lucsons interviews Kris Allen.

PLDT Group Retail teachers Bams with his daughter and friends meet Kris backstage before he arrive in Manila.

Kris amazes audiences with his incredible set.

Jabbawockeez put on back-to-back show-stopping performances.

The Manzano brothers of Boyce Avenue make the crowds swoon.

PLDT Cebu's Alex Ang and Kris, together with Watchpad subscriber contest finals winner Ana Pagoho and husband, meet Kris backstage.

Solenn Heussaff with Channel V's Georgina Wilson, and JM Rodriguez hang out with PLDT myDSL's Myla Villanueva, Rai Arambulo, Ronald Singson and Lou Pio at the Watchpad booth before the show.

Concert-goers pose in front of the roving Watchpad photobooth with a Lady Gaga look-a-like model.

Watchpad celebrity host, Rhian Ramos, with Channel V VJ Ovi Cole giving viewers pre-concert highlights. "Kris and other videos only on the09, Watchpad!

PLDT myDSL's dimp serves as the crowd's backdrop at the concert grounds.

Rhian interviews lucky Watchpad subscriber Melaicruz Tamano Ayo, who won a pair of tickets to Musicfest 2010.

Eager fans register for their own PLDT myDSL accounts and are given autographed Kris Allen CDs as a sign-up bonus.

This new level of broadband entertainment is exclusive to myDSL Watchpad subscribers.
Not yet on Watchpad? Register now at **www.pldtwatchpad.com**

LEARNING

Also Chris Saul Forever

Email: learning@inquirer.com.ph

A lesson plan on the elections every Monday until March 8

Find 2010 election news / G4

LOVE AND COUNTRY. Laura Cabochan and Roman Perrer play childhood sweethearts Julia and Tampoy caught in the patriotic fervor of the carnavale "Walang Sugat," drama version.

Ateneo's 150th year ends on a musical note

By Gia Domeo-Dumo
Correspondent

THE ATENEO DE MANILA University ends in grand fashion the three-year celebration of its sesquicentennial anniversary with a series of performances of "Walang Sugat," the popular sarsuela by Fernando Tagalog storyteller and playwright Severino Reyes, set to the music of Felipetto Tolentino.

The musical play will be presented for a gala performance at 8:15 p.m. on Feb. 25 at the Henry Lee Irwin Theater on the Ateneo campus in Loyola Heights, Quezon City, and 7 p.m. on Feb. 24-28 with 2 p.m. matinee on Feb. 27.

The director is Dr. Rizzelo Abad, who trained assistant care of his doctorate in sociology from Northern University, studying full time at the Ateneo's School of Social Science but finds time to pursue his love of theater as the long, time moderator of Tanghalang Ateneo.

Abad says the staging of "Walang Sugat" is historic to him as it is Ateneo's first grand theater production that brings together all the theaters and performing groups and talents in the entire university.

The play will benefit SHAP ISO, the university's campaign to raise funds to provide 500 more scholarships on its sesquicentennial year.

"Walang Sugat," though published in 1908, was first staged at the Teatro Libertad in 1902. It never made it to the Ateneo stage—until now.

ATENEO'S 1ST

TEETH FOR TAT

By Dr. Bernice L. Mirasol, President, Philippine Dental Association

TEETH TALK

TEETH TALK

Tooth development is the complex process in which teeth form from embryonic cells, grow and erupt into the mouth. Tooth eruption is the process in which a tooth appears from the gums and becomes visible inside the oral cavity.

Primary or temporary teeth erupt into the oral cavity from 6 months until 2 years of age. A person will only have only twenty teeth – 10 on the upper jaw and 10 on the lower jaw – until he/she is about 6 years old. The first permanent tooth erupts at the age of six.

Primary teeth, also called the deciduous set, normally start to appear at about 6 months of age, although some babies are born with one or more visible teeth, known as neonatal teeth. Normal tooth eruption takes about six months. This period is known as teething.

Mixed stage is when a person has a combination of primary and permanent teeth. This stage lasts until the last primary tooth is lost and the succeeding permanent tooth erupts in the mouth.

The first molars are the first permanent teeth to erupt. This usually occurs at the age of 6. The last to erupt are the third molars or wisdom teeth, which generally appears around the age of 21.

Our teeth are essential for proper chewing of food and aid us in digestion. We also cannot pronounce certain words used in speech without our teeth. Lastly, human dentition contributes to a pleasant appearance and smile.

To prevent dental caries, proper oral hygiene must be applied.

Regular brushing twice a day is required to prevent plaque formation and tartar. Flossing is necessary to remove food debris trapped between the teeth and at the gumline to avoid periodontal disease, gum problem and caries development. Fluoride supplement and water fluoridation decrease the incidence of dental caries, wherein the incorporation of fluoride makes the enamel more resistant to demineralization, making the tooth resistant to decay.

Topical fluoride such as fluoride toothpaste or mouthwash are highly recommended to prevent tooth cavities. Topical fluoride application in the form of solution or gel, together with at least twice-a-year dental visits for prophylaxis, is perfect for keeping the teeth strong and healthy.

###

For questions, comments, or suggestions, email bahayniladolph@gmail.com and acmahar@yahoo.ph

BITE THIS!

Congratulations!

LPU

LYCEUM OF THE PHILIPPINES UNIVERSITY

is now deputized by the

Commission on Higher Education (CHED)

under the

ETEEAP

Expanded Tertiary Education Equivalency and Accreditation Program

for its Bachelor of Arts, BS Major in Psychology, BS in Business Administration and BS in International Hospitality Management Programs.

As such, it is authorized to confer appropriate degrees on deserving professionals who undergone an educational assessment which recognizes knowledge, skills and prior learning obtained by individuals through formal or informal education.

Intramuros, Manila | www.lpu.edu.ph

XYLITOL: The Sweet That's Good For Your Teeth

Can Xylitol Really Help Keep My Teeth Healthy?
Yes, it can. Xylitol, which is an active ingredient in Lotte Xylitol, the country's first dental health gum, is proven to have dental protection properties. This natural sweetener poses no threat to dental health unlike most sweeteners – which can cause damage to teeth and gums if taken in excessive amounts or through accumulated intake.

Together with good oral hygiene practices such as brushing the teeth, flossing, gargling, and visiting the dentist regularly, taking in Lotte Xylitol aids in avoiding tartar, cavity and plaque build-up – identified dangers that can ultimately lead to tooth decay and other dental damages.

If Xylitol Is A Sweetener, Isn't It Bad For My Teeth?
Xylitol is found in the fibers of many fruits and vegetables, including various berries, corn husks, oats, and mushrooms. It can also be extracted from corn fiber, birch, raspberry and plum.

Often used as a sugar substitute, xylitol's sweetness is comparable or similar to sucrose or table sugar, although it only has two-thirds the food energy and 75% of the calories. Xylitol has virtually no aftertaste. It has no known toxicity in humans and is safe for people with diabetes and hyperglycemia.

This natural sweetener is widely considered as "tooth-friendly". This is due to the fact that it can effectively help in keeping our oral cavity healthy by preventing tooth decay and other dental problems.

How Can It Help Keep My Teeth Healthy?
Unlike sucrose, xylitol can't be metabolized by Mutans Streptococci. These bacteria are commonly found in a person's oral cavity and are largely responsible for the formation of plaque. This makes the teeth vulnerable to tartar and cavities build-up.

These bacteria also absorb the sugars and carbohydrates from our food and metabolize them into lactic acid. This acid demobilizes or mineralizes the tooth enamel, making it vulnerable to decay.

But since they can't metabolize xylitol, the bacteria cannot produce lactic acid. This helps stop the build-up of plaque and cavity, therefore decreasing the risk of tooth decay.

What Are The Advantages Of Dental Health Gums With Xylitol?
Aside from the usual oral health advantages, using xylitol in a dental health gum significantly boosts its protective properties. It offers stronger defense against plaque accumulation and dental decay. That's why it's important to take 2 pieces of Lotte Xylitol, 4-5 times a day, to help keep your teeth and gums healthy!

LOTTE
XYLITOL
DENTAL HEALTH GUM
Good Habits. Good Teeth.

PDA

Playgrounds for the MIND

E-mail: dailygen@inquirer.com.ph

Member Schools

PWU marks 91st founding anniversary

THE PHILIPPINE WOMEN'S UNIVERSITY celebrates its 91st founding anniversary this February with a month-long series of activities on the theme "Sustaining the PWU Legacy through Global Education, Rooted in Spirituality, Transforming Leadership in a Borderless Humanity" to be held at its Taft Manila and Quezon City campuses.

Alfredo B. Reyes, CEO and board trustee, said activities slated are "Set-Sail 2010" on Feb. 9 where graduating students get co-opted by employers and are promised to name 45 participating companies while a thanksgiving mass for teachers is set on Feb. 12 at the Stepanhan House, Taft campus.

A Teacher's Day celebration will be held on the same day in PWU's Indian campus, the tertiary level in Manila and at Girls High School.

From Feb. 15 to 19, the School of Fine Arts will mark its Fine Arts Week which will open with a Street Art Exhibition along Taft Avenue, while on Feb. 18, the 2010MS Question City will hold a Sports Fest and on Feb. 19, the Female Ensemble of Girls High School at Padid (in-season) at the Gonzalo Bautista Hall, Manila campus.

Highlight of the anniversary celebration is the CEO Conversation at 2 p.m. where Alfredo Reyes will be formally introduced to the nation's academic institutions and educational accrediting bodies and present his programs.

Earlier in the day, the Manila and Quezon City campuses will observe the Joint Blood Station on JSOMS's Day, the first board chair of PWU.

Set on Feb. 20 is the 70th PWU Reunion, 8:00 p.m. at the Rizal Theatre Hotel organized by the PWU Alumni Association headed by Geraldine Tongson Dolan.

Other activities at Taft campus on Feb. 24 are Research Forum, TLE Food Bazaar of Girls High School and a Free concert featuring Cecile Licad, Bayanihan and Imago sponsored by BCIO Foundation Phils.

The University Chaplain, Fr. Arnesto Ilabaca will officiate in the thanksgiving mass on Feb. 26 noon time, at the Our Lady of Miraculous Medal Chapel, Taft campus, after which the PWU Recognitions Ceremony will follow at 2 p.m. to be held at Coronado Seniors Hall.

Capping the celebration is the PWU-JASMS Gymnastrum rewarding 1.5, 5 and 10 km run at the SM Mall of Asia grounds in Bonz City. The event is open to alumni, the PWU community parents and running enthusiasts.

CEU Campus assembles interaction with Mendiola Consortium Schools, GK Youth

CENTRO ESCOLAR UNIVERSITY COMMUNITY OUTREACH MANGEMENT Pro-Active Student Service (Campus) recently organized a Community Outreach Program interaction with Mendiola Consortium Schools and Geared Nalinga Youth at the CEU PPV-Assembly Hall. Students from CEU, Dela Salle College, San Sebastian College, Far Eastern University, Manikina participated in the half-day event featuring Teresita Meliad, an alumna of CEU and a social worker from St. Luke's Medical Center. A former president of the CEU Campus, Meliad talked about her experiences as a Campus officer and the social responsibilities of the youth. Edward Jay Salcito, another CEU alumnus, facilitated a used-a-picture activity that promoted camaraderie among the participants. The interaction proactively strengthen the relationship of the different organizations and recognize the efforts of these organizations in promoting social responsibility.

JUNIOR, LADY ALTAS BAG BEACH VOLLEY TITLE

(MVP) Kristine De Luna (left) and April Sachs of Lady Altas and (MVP) Leonie Gloria (2nd from right) and John Francisco posed with their coach Mike Fajilan after bagging the first ever women's and junior titles in the Wide World Beach Volleyball Championship at the Cordova Sports Center in Tagaytay City recently. the Lady Altas defeated the Lady Blazers (18-21, 21-13, 15-11) while the Junior Altas trounced the San Sebastian Staglets (21-11, 21-16, 15-11).

Miriam College rocks stage with inspiring play

INSPIRED BY ITS OPUNKY INSECT NAME MAGYAN GAT IPUNGNA, THE Miriam College Grade School embarked on an ambitious production that will test the mettle of its young thespians.

Staged last January at the Marian Auditorium in Katipunan Ave., Ang Makiling ng mga Magsasaka or Mariya: Isang Pantalang Rock Opera involved a total of 120 grade schoolers from the ballet, dance and glee clubs who braved stage fright, long rehearsal nights and tedious memorization just to breathe life into the story. To match the grand vision of the play, the school got Leslie Brenzuela and musician Albano De La Cruz to do the story, script and music. Philippine Educational Theater Association (Peta) actor-teacher and choreographer Dante Tiongson (Dante), on the other hand, was at the helm. Noella worked with other Peta members in guiding the novice but enthusiastic actors of the play. Mariya, played by grade five student Bettina Louise Capistrano, tells the story of an ordinary princess who embarks on an extraordinary journey to find a cure for her ailing mother to save their kingdom of Saya saya from the ravages of her sakit-sakit-lang ako. In between funny dialogues, catchy lyrics and upbeat live music provided by the school's Music Center, the story still expertly managed to weave moral values into the story. "When there's anything, the play was a good example for the young audiences who watched it. The story made sure that, through the heroine Mariya, the school's core values of truth, justice, peace and integrity of creation were mirrored," says Miriam College Grade School principal Gail Reyes-Galang.

UE launches FEEL program

THE UNIVERSITY OF THE EAST, THROUGH ITS GUIDANCE AND COUNseling Office (GCO) —Manila, will hold a seminar and film showing in connection with its FEEL program. The movies "Bride, The Love Wafer", and "The Iron Ladies" will be shown for free on Feb. 16, 17, 18, at the Belmonte Room 2, UE Education bldg., for high school students. The seminar titled "A Closer Look at Your Sexuality", with Dr. Demetrio D. Lanzaderas as resource speaker, was held Feb. 13, at the UE Commons Hall, dlo Plaza, Sampaloc-Sta. UE Manila. The seminar and the film showing are part of the activities for the FEEL (Fostering Healthy sexuality across all, gender identities) program which the UE GCO-Manila, headed by director Lorelie Lima launched to promote increased sensitivity of one's sexuality among students, to foster the extent of expressing personhood and sexual preferences, and use into orientation, resulting in a healthier expression of feelings and self-concept. The FEEL is an extension of their "Lovelife" program, according to director Lima. For inquiries about the FEEL program, contact UE GCO-Manila guidance counselors Hernedico Mina and Ma. Josiefe Gonzalo, tel. no. 735-MIT loc. 388.

First Asian bags 4th place in Nursing board exams

SARAH BETH T. BERSOY of First Asia Institute of Technology and Humanities (FAITH) emerged as the fourth place among the 37,027 passers in the recently concluded November 2009 Nursing Licensure Examination. FAITH, established 10 years ago, is the youngest school in Batangas to have its own board topnotcher.

FEU-FERN celebrates 16th foundation week

FEU-FERN COLLEGE IS CELEBRATING ITS 16TH FOUNDATION WEEK from Feb. 8 to 13 with the theme "Upbeat and Personal". The college was founded in 1994 in commemoration of the birth centennial of Dr. Nicanor Reyes Sr., founder and first president of Far Eastern University. The college commits itself to developing students to become professionals with an integrity-centered values education for the holistic of Businesses and Information Technology, located at Sampaguita Avenue, Maypajo Village, Caloocan City. FEU-FERN College also offers basic education from pre-elementary to high school. The theme "Upbeat and Personal" encapsulates all the values the college aspires to instill to the members of its community. True to its ideals, the theme encourages its students, faculty and staff to do their best, to be the best! Various activities await FEU-FERN stakeholders from Feb. 8 to 13. The following are among the exciting and entertaining events started last year and exhibits (Feb. 8-12), Senior Prom (Feb. 9), Search for FERN Ambassadors of Goodwill (Feb. 9), PEPN Idol (Feb. 10), Open House (Feb. 11-12), IT Seminar (Feb. 11), Cocktail with Industry Partners (Feb. 12), Parokya ni Edgar Concert (Feb. 12), and Bingo Family (Feb. 13). For inquiries, call 000-3184 or e-mail us at info@fedfern.edu.ph. Look for Justin.

Heraldo conquers Campus Journalism Awards

HERALDO FILIPINO, THE OFFICIAL STUDENT PUBLICATION OF ST. LA Salle University-Bacolod has bagged awards in the recently held 21st Campus Journalism Awards themed "Reclaiming the Pride in being a Filipino through Journalism" at SLU-Bacolod. In the News Writing (Filipino) category, Flynn Montero and John Cuasay Jaster emerged first place while Kristine Gonzales placed second. Also ranking first in the Feature Reporting (Filipino) category is Paul Ryanda Kudos and Honorable Mention went to Cuasay in second place and Arlene Paulilicio the News Reporting (English) category and Thelmalyn Tudio in the Editorial Writing (Filipino) category. Third place in the Features Writing (English) category is Millicent Sentino. The Campus Journalism Awards recognizes the talents, skills and potentials of future journalists and writers. It is devoted to provide a venue for healthy competition among participating Lasallian schools which, in turn, will create a positive impact in the quality of Lasallian school newspapers, journalists and writers.

Lyceans top Marine Engineer board exam

EXCELLENCE HAS BEEN A HABIT, NOT AN ACT, FOR YOUNG OF THE Philippines (Lyceum) alumnus Ryan Christian Ramos who topped the Marine Engineer in the December 2009 Nursing Board Exam, and the Silver the January 2010 Physical Therapy Board Exam. LPU once again produced topnotchers in the January 2010 Marine Engineer Officers Licensure Examinations. Lyceum International Maritime Academy's Aris Mussig Mallin ranked 7th while Joyce Carla Ramirez emerged 10th in the DOJ Licensure Examination (Written Phase). LPU's international maritime academy was the first maritime school to get the ISO/IEC 2000 certification in Region IV. This international certification pushes LPU to consistently providing board performance in maritime courses. Lyceum is one of the few Philippine maritime schools in the country today, providing quality maritime education. Oath-taking ceremony of the new marine engineer officers will be held on March 10 at the Diliff Convention Center, Walk of Asia Complex, Roxas City.

The museum of the south

SOUTHVILLE INTERNATIONAL SCHOOL and Colleges embarked on a noble undertaking of putting up a center dedicated to preserving forms of genuine arts and cultural value south of Metro Manila.

Aptly called The Southville Museum – The Museum of the South, this art center is an 18th century edifice that showcases world-class local and international visual artists ("Magnum Opus"), cultural artifacts and memorabilia from here and around the world ("The World as a Classic"), a collection of memorabilia from prominent leaders who made a significant positive impact to the country and popular personalities who either strongly influenced pop-culture or enriched the lives of the Filipinos (a must see is the iconic exhibit "Presidential Inaugurating Personalities Memorabilia"), a rare Philippine/Filipiniana collection, an impressive collection of the artistic outputs of talented Southville student artists, and a nostalgic photo exhibit of people and events in Southville from its establishment until the present (now Southville... Through the Years).

Moreover, being an international school, the museum provides inquiry-based and a hands-on learning opportunity for students to discover, develop and enhance their cultural intelligence.

TIP CBE dean is 2009 2nd place Outstanding Peraa Member

DR. EVELYN E. CELIS, DEAN OF THE COLLEGE of Business Education (CBE) of the Technological Institute of the Philippines was recently awarded second place in the 2009 Search for the Outstanding Peraa Members (TOPM) of the Private Education Retirement Annuity Association (Peraa), Teaching Category (Level A).

The awarding ceremonies took place at the InterContinental Hotel, on the occasion of Peraa's 37th anniversary celebration where the Outstanding Participating Institutions (OPI) were also recognized.

A certified public accountant (CPA) and a teacher by profession, Dr. Celis is a holder of a Master's Degree in Business Administration from the Ateneo Graduate School of Business, Ateneo Graduate School of Business, Ateneo de Manila University, and a Doctorate Degree in Business Administration (DBA) from the Polytechnic University of the Philippines.

Dr. Celis has worked with TIP for 14 years. As dean of the College of Business Education, she was instrumental in introducing new ideas and implementing new projects and programs for the improvement of her college and the students of business education in TIP. Dr. Celis was part of the committee that prepared the feasibility study and conducted consultations with industry partners and with the CHED Technical Committee on Business and Related Matters which resulted in the offering of the pioneering program BSBA in Logistics Management program in TIP in SY 2004-2005.

EUREKA!

LYNDEETH N. LEE-CHUA

Teachers, love your students!

ONE OF MY HEROES IS JAIME Escalona, the man who has been immortalized in the film "Stand and Deliver."

His inner-city teacher, Escalona never had proper education credentials, but he had the heart to serve as mentor to mainly Hispanic-American and African-American high school kids who never thought they had a shot at college.

By urging his students with "guts" and working tirelessly with them (which goes how a heart attack, among other things), Escalona was able to earn their grudging respect and trust, enough for them to take up his challenge of passing the Advanced Placement examination for calculus mathematics.

The kids in Escalona's high school in California were typical low scores. Children of taxi drivers and housekeepers, they belonged to gangs and thought they were doomed to dropping out the streets. Much was left for them to bring from home, and they barely knew arithmetic.

But with Escalona's encouragement, the students huddled down to hard work, and progressed from basic fractions to derivatives to derivatives. They had to sacrifice a lot—leisure time, gimmicks, even money earned from odd jobs—and so did their parents.

Dedication pays off

In the end, however, the dedication paid off. Everyone in the class passed the Advanced Placement Test. The state could not believe the results, so the students had to retake the test privately. Again, they passed. Most of them made it to college, the first in their families to do so, and many of them became teachers themselves.

When asked what a teacher should have, Escalona replied, "Knowledge and love."

Knowledge is, of course, a basic requirement. Teachers should master their subject and never cease to learn new things about what they are supposed to teach. I have taught calculus, probability, statistics, algebra lots of times, and every time I can honestly say that I find something new—a new way of approaching a proof, a computerized method of computation to replace the algorithm by hand, or even a new illustration of an established principle.

By love, Escalona does not mean romance. I believe teachers and students should remain as male and mother should remain. The bedrock of the relationship, I, teacher who wants a romance with a student for who encourages a student] is an harmful as a priest who commits pedophilia.

The need to be popular, to be loved, to be respected are some reasons teachers enter the profession—and they are all wrong.

An act of will

What does love for students mean? Love is not so much a feeling as an act of the will. Teachers are human and, honestly, it is often hard to be happy, thankful, or even calm when students talk at the top of their voices (except during recitation time), do not do their assignments (or, worse, cheat), seem totally unappreciative (and even disparaging) of what their teachers are trying to do.

Yet, love our students when we try are best to make them learn. We have high expectations of them; we work tirelessly with them, we teach them as if they were not to be receptive, we use various ways of reaching out to them, we treat them with fairness and respect, we make time for all sorts of consultations, we do not talk down to them, we motivate them to do well (even if it is not our decision, and we never ever give up on them.

When students are doing very well, how means commending their hard-challenging them to go beyond the textbook or the test and learn new things. When students are doing badly, how means encouraging them to do better and telling them to drop the course and warning them about possible consequences, while there is still time to improve (and after the report card is out).

When students are stubborn, how means urging them to recall and making them learn to love learning.

When students are noisy, how means telling them to tone down and respect others (even if they think you are unreal). When students are not participating in class, how means finding ways for them to speak up, such as creating that each person gives a report in front of everyone, with enough time for him/her to prepare. When students find a topic difficult, how means hacking down to work with them, telling them to persevere and building additional materials if needed.

If a teacher stops preparing for classes because he thinks the students appreciates him, that is not love. If a teacher takes out his grief or anger on students and punishes them for the slightest infraction, that is not love. If a teacher rejects lessons the students lully, thinking he is the master, that is not love. If a teacher does not censure any student for fear he will no longer be popular, that is not love. If a teacher accepts bribes from parents, that is not love. If a teacher does not take the time to know even his students' names, that is not love.

Love is not easy. But for teachers who truly want their students to learn, there is no other choice.

E-mail the author at lhee.look@yahoo.com.

Help for poor children with autism

By Edson C. Tandoc Jr.

EARLY intervention and proper training can help make people with autism independent and even productive individuals.

But experts say, since cases of autism are highly individualized, there is no one-size-fits-all training. Getting the appropriate intervention can be costly, especially when there is no additional assistance.

So what happens to children with autism whose parents cannot afford the expense or any intervention?

This is a question the Autism Spectrum Disorders Youth in Transition Center (ASDeYTC) wants to address for people with autism.

"Our plan is that no one get the families who can afford the training, is to take in the poor families," said Democrat Machue Dismal, an autism expert based in Canada who initiated the local ASDeYTC.

She spoke to reporters on autism on approaches and strategies for people with autism at the Ile de Jade Hotel (ILEZ) School in Alabang.

Dismal said the ASDeYTC would be a "one-stop-shop" that would cater to the needs of people with autism and guide their parents.

The center will offer consultations and assessments of children with autism, as well as training for parents, teachers and nurses.

Dismal said the ASDeYTC would be a "one-stop-shop" that would cater to the needs of people with autism and guide their parents.

The center will offer consultations and assessments of children with autism, as well as training for parents, teachers and nurses.

Dismal said the ASDeYTC would be a "one-stop-shop" that would cater to the needs of people with autism and guide their parents.

The center will offer consultations and assessments of children with autism, as well as training for parents, teachers and nurses.

Dismal said the ASDeYTC would be a "one-stop-shop" that would cater to the needs of people with autism and guide their parents.

The center will offer consultations and assessments of children with autism, as well as training for parents, teachers and nurses.

PATRICIA Dismal

DISMAL Machue Dismal

Although Dismal's concern is for people with autism across the country, her interest lately has become more personal. Her now 7-year-old grandson, Ramon Bradley or JR, has autism.

Combining her expertise, knowledge and a mother's love, Dismal helped her son to be more independent.

Challenges

People with autism usually have three challenges: communication, social interaction and mental development. Dismal's son had communication and social interaction problems.

Dismal was 22 when she arrived in Canada to work in a psychiatric hospital where she got to know people with autism and became a "strong advocate for people with special needs."

In 1980, Ramon Bradley was born in 1983. Dismal was somewhere ready to sign.

She noticed the signs of autism when JR was about 2. But there was then little information about autism. She decided to work for a master's degree in special education focusing on autism, applying what she learned to her son's case.

Dismal said, "Not all programs is every child. The mindset of people with autism are very individualized so there is a need for a specific learning program."

To make sure a program is suitable, "extensive assessment" is needed. Teachers should observe children with autism in various activities, settings and times to develop a proper program, Dismal said.

She said, "You really have to know your child before starting anything."

By focusing on social skills training, Dismal helped prepare JR for what she called "mainstream" learning with a "special education component" that she also helped design with his teachers.

From the age of five, JR was grouped with regular students in some subjects while he trained to be on his own. He also became more independent, taking care of his own hygiene and preparing basic food, Dismal said.

Caught in red tape

In 2004, Dismal said it set up a foundation to help poor children with autism in the Philippines, but she was frustrated by the tedious application process especially since she was in the country only for a few months.

She said, while there were efforts in the country to help people with autism, these were usually isolated. Dismal said government and private efforts should be consolidated to provide a support system for people with autism and their families.

Her idea became the ASDeYTC project after she met psychologist Lucille Hinson, owner of the Hamilton Counseling Center, and psychology professor and parent-family-and-couple therapist Nenita Sison, executive director of Family Life Wellness Institute (FLWI). Some of Montes' patients were children with autism while the FLWI had been planning a program on autism since it opened last year.

Montes said some parents considered autism a "disgrace," and would not bring their children in public. Parents who refused to accept their children's condition "deprive themselves of the help that they should be getting," she added.

The ASDeYTC project, launched recently at the ILEZ campus, aims to help some Cavitenos still attached to autism.

The FLWI hoped to help address "the lack of information and counseling services, as well as the errors and the issues it brings," Sison said.

The institute was also working with big hospitals in setting up clinical centers for autism, she added.

Sison said the long-term goal was to help poor children with autism and their families by offering counseling, consultations and training for free.

"We encourage that the community needs all the help so we are not only offering clinics in the ILEZ campus but also to the CDE chapters," she said.

For more info on Autism Spectrum Disorders Youth in Transition Center (ASDeYTC), call 4050000.

UP Open University seminar on distance education, global forum on trends

THE SEMINAR ON PLANNING and Managing Distance Education will be held on Feb. 22 at the headquarters of the University of the Philippines Open University (UPOU) in Los Baños, Laguna.

The seminar is organized by the UPOU Master of Distance Education Program and UPOU Foundation Inc.

Registered seminar participants will be able to participate in an international forum on 21st century trends in open and distance learning to be held Feb. 23, 10 a.m. -12 noon, at the UPOU headquarters. The forum is in celebration of UPOU's 15th anniversary.

The four-hour seminar will cover key elements and principles of distance education (DE), DE generations and models, and the systems approach to DE planning and management.

It is designed for educators and training managers, administrators, faculty and trainers who have to develop and implement a distance education and/or online learning program.

Slots are limited. Interested parties should e-mail their reservation to foundation@uou.edu.ph.

Dacasse at food forum Feb. 24

ALAIN Dacasse

THE WORLD'S MOST celebrated chef, Alain Dacasse, keynotes the food industry forum "Turbo Cuisine: From Wet Science" to be presented by Jollibee Culinary and Menu Dacasse Formation on Feb. 26 at Enderun Colleges in Bel Bonifacio, Taguig City.

Among the panelists for the forum are Enderun's provost Dr. Lance Hiansen and faculty for F&B Bel Cuisine: Mahan Mungo La Cité Bleu Khaner, Les Toques Blanches Philippines director chef / Emeritus and New York based award-winning author and restaurateur Amy Besa.

Visiting the Philippines for the first time, Dacasse is the author of the "Haute Dacasse Culinary Encyclopedia" and other culinary tomes. Three of his restaurants—in Monte Carlo, Paris and London—all carry Michelin three-star ratings.

Tickets fee is P1,000 with a special rate of P1,500 for faculty and students. To register or for details, call 8160000 ext. 3791 or e-mail andrea.bay@enderunColleges.com.ph.

New opportunities in UK for Filipino students

INTERESTED FILIPINO/AN graduate education professionals in the United Kingdom through Education UK Exhibition will be organized by the Education UK Exhibition March 5-8 at the Ballroom of the Dusit Thani Hotel in Makati City.

Representatives of 18 universities will answer questions about their schools and the courses they offer.

Amanda Harrell, country director of British Council Philippines, said they believed the UK offered many opportunities in terms of education and overall personal growth.

Admission to all events is free. Log on to www.facebook.com/ukphilippines.

Deadline for Gawad Lider nomination extended

NOMINATIONS FOR THE 2013 Gawad Leadership and Innovations for Development Relevant to Science Education (Gawad Lider) will be accepted until Feb. 28.

Nominations and application forms are available at the Department of Science and Technology Science Education Institute (SEI) and SCIST regional offices.

Awarding will be held during the celebration of the National Science and Technology Week in July.

Winners in the Exemplary Leadership and Innovation Award categories will each receive P200,000 in cash and a medal.

SEI Director Dr. Lutgi S. Ogmen Ogmen said the Exemplary Leadership Award was for individuals and institutions/organizations that consistently demonstrated leadership qualities leading to improvements with nationwide impact in science education.

The Innovation Award is given to an individual or institution for the introduction of a technology-based innovation that benefits education in the sciences.

Any head of an institution, community leader, organization or individual may submit a nomination.

Awardees of the 1st Gawad Lider include Enrico Mendiola, schools division superintendent; Dr. Florditta Mayuri, now schools division superintendent; University of the Philippines National Institute for Science and Mathematics Education Development; and Philippine Foundation for Science and Technology for Exemplary Leadership. Virgil Lanuzo was given the Innovation Award. Last year's winners received P150,000 and a medal each.

DIVISION ASSOCIATION OF ENGLISH AND SPECIALIZED SUBJECTS TEACHERS, INC. (DASEST)

AMOS PUBLISHING, INC., NATIONAL BOOKSTORE AND CENGAGE LEARNING

NATIONAL CONFERENCE ON ENGLISH FOR SPECIFIC PURPOSES

Waterfront Hotel, Davao City

February 20-21, 2013

Featuring lectures by expert speakers like:

Dr. Ingrid Cruz, "A Modern Filipino Core: Can English Be Our Refuge?"

Dr. Lourdes Sheridan, "Philippine English: How Many Varieties Deal With It?"

Dr. Allen Bernardo, "English and Philippine Education: Problems or Solutions?"

Kingsley Bolton, "English in Specific Purposes: The Cultivation Experience"

Dr. Nancie Mercadejas, "Content-Based Instruction: Practical Approach to English Language Teaching"

Nenette Pefianco, "The Future of English Teachers in the Philippines"

Sessions on:

Philippine English and Philippine Literature with Dr. Isabel Pefianco Martin

Basic Education with Dr. Lourdes Sheridan, Allen Bernardo

Higher Education with Dr. Ingrid Cruz

English for Legal and Criminology with Dr. Nenette Pefianco

English for Sciences and Health with Dr. Nancie Mercadejas

English for IT with Noel Santiago

English for Tourism with Dr. Rolando de los Reyes

For more information, please contact:
For Davao and Mindanao: (082) 298-2332, (082) 305-0000
For Luzon and Visayas: (02) 687-7601 loc. 2000 (Cengage Learning)

Ateneo's 150th year ends on a musical note

Pretzage G1

A zarzuela, a local form of the Spanish operetta, is typically a play with singing and dancing about the dilemmas of Filipino-Spanish life, says Abad. It is usually replete with the elements of romantic love, humor and a plot of misfortunes confusion.

Abad narrates that when Ateneo was still the Escuela Municipal it [illegible]

TODAY Abad dives in rehearsals of the feel-good play.

the Spanish Jesuits had begun to employ Chavez as a means to teach their students to express themselves eloquently. They established the salon de actos, or assembly hall, around 1875, and its repertoire was dominated by classical Spanish drama and religious plays. In 1880, for instance, Frente al Peligro," a [illegible] about the Blessed Virgin written by Jose Heral in Spanish, was performed there.

Cultural blossoming

Ateneo's 150-year legacy of excellence—in academics and athletics, spiritual formation, and nation-building through social involvement—has been revisited and would continue from this sesquicentennial year.

The university's cultural blossoming, however, perhaps best captured through the theater, has so far had little mention.

By capping the historic event, "Walang Sugat" affirms and celebrates Ateneo's Filipinization, says Abad, as well as its continuing commitment to the Filipino cause driven by "men and women for others."

Ostensibly about the love story of childhood sweethearts Julia and Tensing, the play is set at a time of growing resistance to Spanish colonization. The hero chooses his sweetheart in [illegible] secret European society that is mounting a revolt against Spain.

Thus, the love story of Julia and Tensing is also a story of patriotism, an allegory for love of country for the new millennial citizens from the Circa and Young Bayan.

Abad says this is what Ateneo's sesquicentennial theme, "150 Years of Building On Not Iron," is all about.

ICONIC DANCE. Delphine Buencamino as Monica and A. J. Constantino as Lucas in costumes and set designed by Nacionalista Artist Salvador Bernal

No big names

"Walang Sugat" is expected to delight audiences of all ages despite its length.

With no big names to hog the spotlight, the audience will be able to focus on the story and spirit of the play. But the cast and crew are no amateurs. After rigorous open auditions, about 30 students, alumni and faculty were named to the final cast.

"They are all heroic," Abad says of the cast and crew, most of whom are students who have had to carefully balance academics with rehearsals that began in November.

Alumni alumni Sonia Roco, an experienced stage actor and producer who studied Spanish and drama in the United Kingdom, plays the part of Julia's mother.

"She is a wonderful comedienne. She exudes presence and authority as the mother of Julia. And she can sing," notes Abad.

The cast and costumes, created by National Artist Salvador Bernal, who is also a professor at the Ateneo, are not only a visual delight with their bright colors and period-correct details but also "make a statement."

Children's drawings honor the stage, crediting Joe and Joe Ateneo. This, Abad says, parallels the mural on the streets in the past Edsa revolutions.

Dr. Jerry Respicio is in charge of production while Chino Toledo is musical director.

Just as the play was an eye opener when it was first mounted, the people behind Ateneo de Manila's production of "Walang Sugat" are hoping to make today's audience think about important current issues. What are the struggles that families in town facing our native land? How are we answering our Filipino identity? Are Filipino but children when it comes to social consciousness?

Abad is not sure the audience of the 1,150 cast members and guests artists will "get it" when the curtain rises on the singing of "Bayan Ko," the same song that was adopted as the anthem of the struggle against martial law.

THE CAST and crew of "Walang Sugat" are all from the Ateneo community of students, teachers and alumni.

At the very least, he simply wants people to enjoy what is a "hopeful, patriotic, feel-good play" about nation-building.

For tickets at P200 each, call Ia Ildis, 8925-2565/8981 899 Center for Student Leadership, 4266665 local 5427; or Loyola School Bookstore, 4266001 local 5181.

INQUIRER IN EDUCATION

Find 2010 election news

elections 2010

THE 2010 ELECTIONS ARE JUST around the corner. The campaign period has officially started. This is a lesson plan intended for use in high school History, English or Values Education class.

Objective

At the conclusion of this lesson, students will be able to locate and sort information relating to the 2010 elections.

Materials

Newsprint/newspaper, student activity sheet

Procedure

1. Talk about the role of newspapers during the coming season. What can readers learn about the elections by following the news? What can voters find in a newspaper that other media do not supply?

2. Tell the class that today they will learn to locate references to national and local elections within the pages of the newspaper.

3. Discuss what are "hard" news stories that are backed and usually written by the paper's news writers, editorials (essays that express the opinion of the paper's editors), Op-Ed articles (columns and essays written by guest writers that appear on the page opposite the editorial) and advertisements (paid announcements).

4. Have the class come down to go over the newspaper.

5. Distribute copies of the activity sheet and give the students time to fill in the details needed.

6. After students have completed their work, have them report and compare the articles they found in the issues for each kind of information.

Extension

Assign the class to identify and cut out from the issues stories, opinions, ads, photographs, cartoons, diagrams and other illustrations relating to the elections. These clippings should then be organized into a display designed to help inform others in the school.

Activity Sheet

Directions: Find out how much information about the election is in today's issues. Supply the sections and page numbers in the blanks.

Kind of information	Section/page
Atomic city talking about the elections	
Editorial about an election issue	
Election account for by friends of a candidate or the candidate himself	
Harvest of major political parties	
Opinion expressed by a reader about the elections	
Photo of a candidate	
Reference to a specific interest group	
Statement made by a candidate for president	

We're looking for true stories from

World War II

The Philippine Veterans Bank and the Philippine Daily Inquirer are pleased to announce the 2010 WWII True Stories Contest

The competition aims to uncover stories about the personal experiences of the men and women who served during the Second World War, as well as other individuals who lived through the same conflict, through their own recounting. This contest is intended to show that students have interviewed, researched, read about and understood the subject and formed their own narratives.

The contest is open to all Filipino students 13 to 18 years of age attending public or private high schools in the Philippines. To compete, a high school student must:

a. Personally interview a WWII veteran or any person alive during WWII about his/her experiences during war era;

b. Write a narrative in English that tells in a maximum of 4,000 words the interviewee's story, including important details and quotes from the interview.

Each narrative entry should be an original, unpublished, logical, cohesive and flawlessly developed narrative written by one student. It should be accompanied by an entry form found in Inquirer's Learning section or in Inquirer's Libre area a week until March 2010. The contest must be duly accomplished and glued on a sheet of paper that serves as cover page.

Previously submitted stories shall not qualify as entries.

The first place winner will receive a laptop computer and a printer plus a PVB saving account of P10,000. The second place winner will receive a desktop computer plus a PVB savings account of P7,000. The third place winner will receive a digital camera plus a PVB savings account of P5,000.

Entries may be submitted to any Philippine Veterans Bank branch nationwide by 4 p.m. of March 16, 2010. Winners will be announced on April 5 and awarded April 12, 2010.

2010 WWII True Stories Contest
Official Entry Form

Name: _____
Address: _____
Mobile: _____ Telephone: _____
School: _____
Address: _____
Year: _____ Teacher's Name: _____

For complete contest mechanics, log on to www.philvetbank.com.ph or www.inquirer.com.ph

PBA president Patricio Bread (center) and other PBA officers with Lotte Confectionery Philippines GM Gerry Francia (2nd from left) at the Alay Parada of the 4th National Dental Health Month

It's dental health month

TOP DENTAL SCHOOLS IN THE COUNTRY participated in the launching recently of the 4th National Dental Health Month (NDHM).

The event was spearheaded by Lotte Confectionery Philippine Corp., makers of dental health gum Lotte Xylitol, and the Philippine Dental Association (PDA).

Theme of the annual event was "Ngipin Alagaan, Ngiting Pahalagahan, Maganda mong Ngiti, Yaman ng Bayan."

Marked every February, the dental health month promotes the importance of good oral health as part of overall well-being.

Among the schools that sent students to participate in the launching were University of the Philippines, University of the East and Centro Escolar University.

Several PDA chapters and affiliates also participated in the event.

A parade featured figurines from Angono, Rizal. One float carried PDA officers led by president Dr. Marina Bread and NDHM chair Dr. Carmen Flores, with PDA partners Gerry Francia, general manager, Lotte Confectionery Philippine Corp.; and Dr. Emilio Pedro, president, Lamanan Corp.

A street dancing competition featured groups of students from 20 chapters. Classic groups from Pilmc, PDA, Armed Forces of the Philippines, and Batangas chapter performed.

Francia said the Filipino's discerning candy manufacturers in the nation's confectionery industry. He said, apart from regular dental visits and brushing, people could use the Lotte Xylitol gum for fresh breath.

Dr. Cora Flores, 2010 NDHM chair, said this year's dental health month aimed to promote oral health awareness in all corners.

Bread called for a "sharing of service competency" with oral health as an integral part of good health.

Mumbidya Rep. Rufino Biason cited the invaluable service of dentists to the health of the nation.

Dr. Ednor Reyes led the unveiling of this year's NDHM billboard that features art work from PDA's Ilocos chapter and the winning theme from the Camarines Sur chapter. The billboard is on display at the Makati headquarters of the PDA.

Plaques of appreciation were given to Lotte and other guests.